

## THE INFOCORE DIFFERENCE

With Infocore, you not only get a seasoned industry leader with 29 years of data-driven marketing experience, but you also get a trusted partner who will work tirelessly to refine your marketing targets in order to identify the very best data sources and audience segments on an ongoing basis. We go beyond lead generation to give you dedicated, long-term support.



### STRATEGIC TESTING

We help our agency clients test their strategic initiatives in pilot programs prior to a full launch or roll-out. This enables you to fine-tune your campaigns, customize your messaging and find new market segments.



### SAVVY EMAIL MARKETERS

Email remains one of the most effective forms of direct marketing with the latest DMA report showing a \$38 ROI for each \$1 spent. Reach customers where they are and kick-start their digital journey with email.



### MULTI-CHANNEL EXPERTS

Your customer's journey may start with email, but it doesn't end there. A true multi-channel approach will increase your reach, engagement, site traffic and sales while decreasing per-lead and per-sale costs.



### DATA-AGNOSTIC

We don't own any data, nor do we have any affiliations with data providers that could sway our recommendations. Our only commitment is to you. You get the best, most relevant data available. Period.



### 100% COMPLIANT

We do the hard work of assessing data suppliers so you don't have to. When you partner with us, you can feel confident that the data you get is always 100% CAN-SPAM, CASL, GDPR and CCPA compliant.



*"The Infocore team has taken responsiveness to a whole new level. We rely on them every day and they always meet our needs."*

- Epsilon  
Regional VP

At our core, we are a team of highly responsive, client-obsessed professionals that will execute your campaigns with an unwavering attention to detail and a laser focus on results. When you partner with us for your data-driven marketing campaigns, you can expect to reach millions of consumers that are currently in the market to buy a car.



## MORE CONVERSIONS

What happens when you market to the right person, at the right time, in the right way? Well, that's when the magic of conversion happens. Our data allows you to pinpoint the exact consumers who are currently in the market and most likely to buy the cars that your auto brand is selling. Your perfect audience is out there. We can help you find it.



## GREATER CONQUESTS

Auto shoppers exhibit less brand loyalty today than at any other time in automotive history. That means there's a huge opportunity to retain the customers you have or conquest customers from your competitors. Information is available on owners and intenders across all major automotive brands, and these millions of records can be narrowed with a high degree of granularity by applying selects such as age, location, consumer interests and much, much more.



## INCREASED SALES

We can give you the tools you need to track the results of your campaign. With additional services, such as sales match analysis at 45, 90 and 120 days, it's easy to see exactly how many more cars you sell with the data we provide. Time and time again, we prove that partnering with us for direct marketing campaigns results in a significant increase in sales.



## CONTACT US

Contact Infocore for a free, no-obligation consultation to tell us more about your target audience. We can't wait to start researching the best audience data sources for your campaign!

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*We are a trusted industry leader with more than 29 years of experience. If there's one thing we know, it's how to connect you with the right audience at the right time.*