IHS Markit™

Loyalty Analytics Tool

Gain immediate, online access to owner loyalty, defection and conquest buyer behaviors

IHS Markit is the industry leader in automotive loyalty with the most comprehensive data available and integrated solutions for consulting, research and reporting.

We are excited to offer the Loyalty Analytics Tool. This easy-to-use, web-based tracking and analysis system offers access to an industry-renowned loyalty database to provide immediate answers to questions that drive your conquest and owner retention strategies.

With the Loyalty Analytics Tool at your fingertips, you'll have the power to answer your toughest loyalty questions.

Gain immediate, online access to owner loyalty, defection and conquest buyer behaviors. IHS Markit's comprehensive loyalty database contains a census of all light vehicle transactions for all U.S. households which gives a highly comprehensive population to research and study.

Multi-year trending is readily available since the Loyalty Analytics Tool contains current year transactions plus five years of history. Inquiries can also give results for a calendar year, model year (October–September period), or selected quarters and months.

The Loyalty Analytics Tool is Designed for Flexible and Detailed Analysis

Data can be analyzed in any of the following ways:

– Examine buyer behavior at a dealer, lending institution, make, model, or vehicle segment level

– Track loyalty, conquest and defection at a dealership level (dealerization available to OEMs only)

– Measure purchase cycles among owners by examining how long they take between their vehicle purchases

– Identify household loyalty type—super loyalist, loyalist, nomad, unspecified—based on last three vehicle purchases

- Financial analysts can assess repurchase behaviors across many attributes including captive, non-captive, purchase type (purchase/lease) and loyalty to the institution

- Product managers can examine owner loyalty based on fuel type (e.g., hybrid, gas)body style, drive type, number of cylinders, and other detailed, VIN-based vehicle attributes

- Marketing, media and communication leaders can analyze loyalty-related behaviors by various demographic views (including age, gender, income, ethnicity)

- National and regional reporting supports local intelligence for corporate and field staff since standard geography (national, state, DMA®* and ZIP) and OEM custom geography are available

- Users have a choice of how they calculate loyalty-related metrics: you can use IHS Markit's household methodology and/or disposal methodology

- Convenient dashboards allow for at-a-glance data visualization for a clear and concise picture of what's happening

- Information among those owning both a new and used vehicle – this will provide the industry with details on "new to new" and "used to new" repeat buyer behavior

- Monthly loyalty behavior among owners who dispose of their vehicle

Get details on both "new to new" and "used to new" repeat buyer behavior Understand monthly loyalty behavior among owners who dispose of their vehicle.

- Convenient – available 24/7

- Fast – generate reports within seconds

- User-friendly– point and click functionality

- Transaction-based – reports are based on actual vehicle transactions, not survey samples

- Relevant – data available at least 30 days earlier than what is available via custom reports

- Flexible – standard and customizable geography; IHS Markit household and disposal methodologies

- Detailed – drill into the data by vehicle segment, manufacturer, dealer, make, model, purchase type (new/used/lease), financial institution name, age, income, gender or ethnicity at a custom or standard level of geography

- Comprehensive – access current year plus five years of history for all U.S. households

- Insightful – create volume counts and performance metrics to analyze owner loyalty at the deepest levels for a true understanding of customers

The Loyalty Analytics Tool is Designed for Flexible and Detailed Analysis

The Loyalty Analytics Tool adds immediate access to IHS Markit 's expertise in automotive loyalty analysis and consulting. Contact IHS Markit to find out how this new tool will help deliver insight and solutions to any automotive loyalty question.

For more information www.ihs.com/automotive

Automotive solutions from IHS Markit

Automotive offerings and expertise at IHS Markit span every major market and the entire automotive value chain—from product planning to marketing, sales and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit's information and analytics powerhouse that includes more than 12,000 colleagues in 150 countries, covering energy, chemical, aerospace and defense, maritime, financial, technology, media and telecommunications. For additional information,please visit www.ihsmarkit.com or email automotive@ihsmarkit.com.

8879-JL-0817