DRNsights Address Decisioning

STRENGTHEN YOUR CONTACT STRATEGY WITH BETTER ADDRESSES.

20% of all postal addresses change every year, meaning that over time, it becomes harder and harder to connect with drivers. This is particularly troublesome as recalls have recently trended towards being older cars with newly discovered problems. DRNsights Address Decisioning helps confirm given addresses and provide new ones, so you can make contact more often.
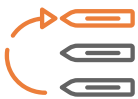
Prioritize Verified Addresses

Confirm owner-provided addresses to quickly determine the quality of your location information and begin outreach. This helps prioritize your efforts on finding validated vehicles first rather than wasting time on bad data.

Find Your Most Elusive Drivers

Our repository of billions of license plate detections from across the nation can provide new locations for up to 30% of your portfolio. Use Address Decisioning to find updated addresses that may not be available anywhere else.

Maximize Your Recall Efficiency

Make the most of your customer outreach with our intelligent scoring. We not only provide you potential new address information for hard-to-find vehicle owners, but do the legwork to rank them so you optimize efforts.

https://blog.zoominfo.com/bad-b2b-marketing-data/

In 2016, the market experienced more than 1,000 vehicle recalls for the first time.

HOW IT WORKS

DRNsights Address Decisioning in action

01

You submit a list of VINs and owner addresses for vehicles which require repair.

02

We translate those VINs into license plates and generate an address report.

03

Use the report to create a contact strategy for confirmed and unconfirmed addresses.

Real data, real analytics, real results.

DRNdata.com

Contact us today for a demo!
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