



TARGETED LEADS

Customized, Consumer Demographic Leads

Lead Prospector Targeted from First Advantage CREDCO simplifies the complex lead selection process by reliably delivering the most predictive consumer demographic direct mail leads available. This powerful lead generation tool lets you effectively target the right audience with the right promotion, at exactly the right time.

Total Market Predictors

Our customized leads solution draws from over 30 reliable sources of demographic information, including the Census Bureau, Department of Motor Vehicles, financial and lifestyle information, and consumer surveys. It's an ideal lead generation tool for helping you move a specific inventory to a targeted prospective audience.

Optimize Your Sales Strategy

In this highly competitive market, consumers are adopting a much longer buying lifecycle – taking time to research, compare and negotiate a vehicle purchase. That's why targeting a specific audience with quality demographic leads is crucial to the success of your overall sales strategy.

With Lead Prospector Targeted, you can reach households that are up to 8 times more likely to buy a vehicle, which means you can build more viable showroom traffic and boost new and used vehicle sales. Plus, we offer comprehensive MyMarket IQ reports to help you analyze your competition and manage your inventory.

See More Prospects.

- Customized demographic leads to target the right audience with direct mail
- Manage your inventory and track sales performance
- Custom and standard direct mail fulfillment options available
- No long-term contracts; pay-per-lead program

