

UCC Data

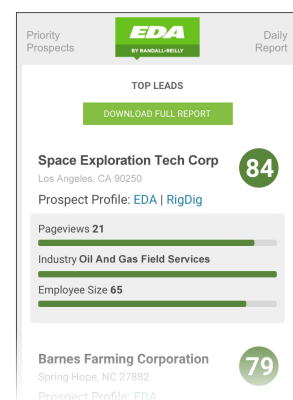
- A proven UCC-1 prospect database
- D&B data enhancements
- Prospect search
- Brand preference, equipment owned, detailed contact information, and the latest transactions are all included in each Prospect Profile
- Market-share reports
- Prospecting mobile app
- List matching
- Integrated online analytics
- Automated report sharing
- Competitor market share



Once you've identified in-market prospects, study their Prospect Profiles generated from EDA's verified data.

Priority Prospects

- Track website visitor traffic and the pages they viewed
- Identify matches to our verified EDA Prospect Profiles
- Proprietary, predictive algorithm produces a lead score based on prior purchases and other factors. This lead score is a likelihood to buy within the year
- Receive daily emails with direct links to each lead's Prospect Profile and a full report including company page detail, companies, page views and more



Fuel sales with EDA data integrated intelligence in your CRM and marketing automation tools.

Data Integration

- Access key EDA data in your CRM
- Take a data-driven approach to sales and marketing strategy tactics
- Sharpen your focus on top prospects
- Discover market growth opportunities



EDA has verified records of the equipment and tools technicians have financed.

Technician Recruiting

- Through the equipment and tools technicians have financed, our capabilities allow you to pinpoint your ideal, qualified lead and find more like them
- Our database contains information for not only diesel technicians, but also consumer auto technicians



Match and target your custom EDA list across multiple platforms.

Digital Marketing

- Activate Randall-Reilly's contact audience via email, phone, IP address, tagged website visitors
- Increase marketing effectiveness through better direct targeting powered by EDA data
- Your message will be displayed across Facebook, YouTube, Google Search & Display, as well as our industry-leading and award-winning brands

