Make your marketing dollars go further!

Based on previous cyclical purchases, IHS Markit Return-to-Market Commercial Vehicle Predictor indicates who is likely to purchase a new GVW 1-8 vehicle within a specific time period. These measured results return a rate higher than would normally be expected.

How many prospects have been identified to return to the market during the next 18 months to purchase a new GVW 1–8 vehicle?

- Businesses with 2–250 vehicles: 233,000 prospects
- Businesses with 1 vehicle: 340,000 prospects

IHS Markit assists automotive dealers and vehicle manufacturers competing in the commercial vehicle space to better target prospects that are most likely to be in the market for a new vehicle during a specific time period.

Specifically developed to identify businesses with fleets of 1–250 units of gross vehicle weight (GVW) 1–8 vehicles, the Return-to-Market Commercial Vehicle Predictor enables dealers and vehicle manufacturers to:

- Conduct more promotions per year with higher returns on the investment
- Identify businesses that are loyal to a specific manufacturer and those that have mixed fleets
- Develop more targeted programs
- Zero in on specific geographic locations
- Shorten the duration of programs in a specific geographic market
- Assist dealers and OEMs in tactical sales effort

Return-to-Market Commercial Vehicle Predictor

Identifying which businesses are likely to be in the market for a new vehicle
The IHS Markit Return-to-Market Commercial Vehicle Predictor product allows a manufacturer to identify prospects, by geographic area or composition of their fleet, to assist in the development of strategic marketing programs. Tactical plans to immediately counter a competitor’s activity, eliminate excess inventory, or conquer competitors with a specific product.

With a database of more than 1.8 million businesses operating over 64 million vehicles in the United States, our extensive historical data enable us to:

- Identify businesses that purchased new vehicles and determine their frequency of purchase
- Develop purchase cycles for each business
- Score businesses based on the composition of the vehicle fleet, vehicles purchased new, and brand loyalty

With IHS Markit, you can attain a higher-than-normal level of measured accuracy for businesses returning to the market to purchase a new vehicle, and can refine your strategic and tactical marketing plans accordingly.

**The Predictor provides:**

- Business name, address, phone number, contact name (when available), and vocation of the business
- Total fleet size, fleet composition by make and vehicle type, age of oldest vehicle in the fleet, and the last vehicle purchased new

For more information [www.ihs.com/automotive](http://www.ihs.com/automotive)