
FirstCheck for Auto

Make the first contact
with potential customers

✔ **Extend your showroom**

Attract and engage customers by meeting them on their preferred digital channel.

✔ **Grow your business**

Transform valuable customer insights into verified offers that lead to qualified sales.

✔ **Enrich customer relationships**

Raise the quality of your conversations based on mutual trust, transparency and accountability.

Designed to empower customers buying new and used vehicles, FirstCheck, powered by Transunion, delivers an accurate overview of a car's cost-to-value ratio. This information can produce more serious leads and focussed conversion opportunities which are highly desirable to dealers.

Navigate the platform economy

The first time you see your next customer is when they walk into your showroom – but it won't be the first time they're seeing the car they want to buy. In today's uber-digital economy, a consumer's initial enquiry about a new or used vehicle is via an online platform rather than at a dealership.

That means you need to be where consumers go first – so their next stop is your showroom.

Product features:

→ Steer future relationships

Enhance engagements with current and potential customers based on transparency – exchanging insights and sharing updates on financing, insurance and new vehicle opportunities.

→ Accelerate targeted marketing opportunities

Promote your vehicles and services on the nationwide virtual showroom with a 'clicks and mortar' sales and marketing strategy that sends leads your way digitally.

→ Drive highly qualified leads

Access a group of legitimate, informed and in-market consumers who've done their groundwork, created their shortlist, and evaluated and verified their specific vehicular interests.

→ Act on motivated buyers

Streamline the sales process by making the most of personal data and related insights available from the TransUnion database.

User Features:

- User-friendly visual tools
- Always-on mobile and web interface
- Fraud prevention and protection
- Automated links to financing and insurance

TRANSUNION AUTO LIFECYCLE PRODUCTS SUITE

- ICheck
- Market Price Indicator
- Triggers
- TrueIdentity
- Valuations
- Wholesale Price Indicator
- FirstCheck
- Digital Onboarding
- Verifications
- Analytics and Marketing Solutions
- CreditView
- Dealer Guides
- Car Price
- Quick Credit and Fraud Check
- BI Reports

LEARN MORE

To learn more about TransUnion Auto Lifecycle please contact your TransUnion representative.
