CAPTURE DRIVE-BY TRAFFIC AND FUEL NEW LEADS

Precisely targeting your market and potential market requires more than a generalized demographic study based on zip codes. Now, with vehicle data gathered from license plate recognition (LPR) technology, you can know what vehicles drive through your tunnel, or by your business on a regular basis.

CAPTURE → DRIVE → MONETIZE

CAPTURE

LPR Data is captured through our high-resolution cameras mounted to your location(s).

DRIVE

Drive traffic to your location using data targeting prospective customers.

MONETIZE

Convert accounts into customers and earn loyalty.

HOW IT WORKS

License plate recognition (LPR) cameras are purpose-built to detect vehicles and photograph license plates. Every vehicle sighting includes a close-up image of the license plate, along with the time, date, and precise location of the sightings. DRN connects the license plate recognition data to the vehicle's VIN and then connects that data to demographic and contact data, which enables you to market to existing and prospective customers. DRN's vehicle location-based marketing data complies with the Driver's Privacy Protection Act (DPPA).
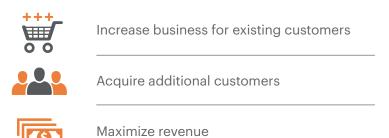
Confirm. Convert. Connect.

How can LPR help you

- Understand the number of times a vehicle drives by your business to directly message them about offers and services
- See the frequency of returning customers to upsell a card-less loyalty program
- Learn about the number of unique customers at a location to offer more incentives and drive more visits
- Know who your customers are in order to thank them for their business and loyalty

HOW DOES THE SOLUTION HELP ME?

In a competitive market, you are challenged to know more about existing customers and to find new customers. You need data and analytics that tell you who your top customers are, and you need to know how to reach those customers to market special offers and loyalty programs. And beyond existing customers, it is difficult to know how to precisely deliver marketing efforts to expand and diversify your customer base.

Increase business for existing customers

Acquire additional customers

Maximize revenue

The solution is available as part of a monthly subscription and includes:
- Fixed license plate recognition (LPR) camera or cameras at the entrance and street-facing
- Analytics portal for accessing demographic data and exporting contact lists

Real data, real analytics, real results.

DRNdata.com

Contact us today for a demo!
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DRN