


CAPTURE SUCCESS WITH LICENSE PLATE MARKETING



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30 Days Activity

Store
Distance: 2.6 Miles
Passes: 12
Visits: 03
Gender: Male
Age: 35



Unlock the full potential of your car wash marketing with **Driven Insights - License Plate Marketing Database Solution.**

DRIVEN INSIGHTS

Target the visitors that best fit your Car Wash with our cutting-edge L6Q LPR camera system paired with our exclusive opt-in marketing database. Build valuable customer data and effortlessly identify perfect-fit buyers.

HOW DOES IT WORK?

Capture marketing leads

Convert passing vehicle plates into customer profiles - including name, address, phone number, email, & hundreds of marketing attributes.



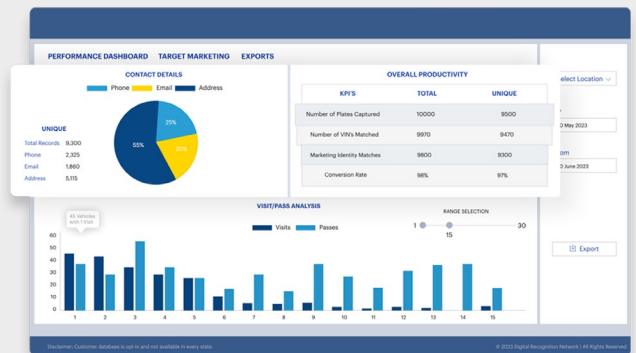
Build the right audience

Uncover hidden buying signals based on demographics, purchasing power, visit frequency, engagement, proximity, etc.



Instant export, infinite uses

Transform your list of buyer-fit contacts into an exportable CSV file. Utilize this dataset to power highly targeted marketing campaigns across email, social media, advertising, and direct mailers.



WHAT CAN YOU DO WITH LICENSE PLATE MARKETING DATA?



Paid Search Advertising

Appear on Google/Bing searches of your top buyers.



Native Advertising

Increase site traffic with budget-friendly ad placements.



Display Advertising

Drive awareness and engagement with granular targeting and efficient reach.



Video Advertising

Maximize brand reach and scale among target audiences with programmatic video advertising.



Email Marketing

Run cost-efficient campaigns to target accounts and contacts.



Direct Mail

Boost loyalty and repeat sales by sending coupons and membership discounts.



Facebook Ads

Drive conversions with key buyers using granular marketing attributes.



Retargeting Ads

Recapture potential leads or customers if they leave your site without converting.



Remarketing

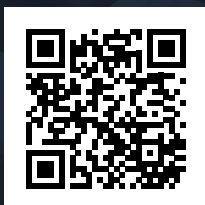
Renew membership or upsell with existing customers across multiple platforms. Drive Google Reviews to enhance brand credibility and ranking.

HOW LPR CAN HELP YOU

- Understand the number of times a vehicle drives by your business to message them about offers and services directly.
- 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 to thank them for their business and loyalty.

OVER 100 MARKETING ATTRIBUTES

- Name
- Address
- Email
- Phone
- Gender
- Age
- Net worth
- Home Value
- Household Income
- Passes by primary location
- Distance from neighborhood
- Vehicle Make
- Vehicle Model
- VIN
- Odometer
- Length of ownership
- Number of vehicles in household



Book a meeting with our sales team now to discover how DRN's LPR marketing solutions can take your car wash business to new heights! Simply scan the QR code to schedule a demo.

*Services vary by state. Contact sales for details. Customer database is opt-in and provided by a third-party data provider.

