

## MAKE VERIFIED CONTACT MORE EFFICIENTLY AND AFFORDABLY.

**Mass communications tactics can be expensive and hard to measure. And with our affiliate network detecting 64% of recalled vehicles at least once, why not put it to work? Now you can with our Vehicle Tagging service, which equips our nationwide network of repossession agents to identify and tag recalled vehicles, making verifiable contact for you.**



### Expand Your Reach

Take a more targeted approach to your searches rather than investing in a broad, multi-channel communication strategy. Our affiliates cover the top 300 U.S. cities and beyond, providing targeted, direct contact with unrepaired vehicles.



### Eliminate Contact Guesswork

Mass communication campaigns have their place, but can fall on deaf ears when it comes to reaching elusive drivers. When our affiliates tag vehicles, they provide direct, verified photographic evidence for your records.



### Control Your Message

Every recall campaign should be thoughtfully approached with tailored tactics and messaging. This is why the tags our affiliates leave on vehicles for recall are designed by you, with copy and visuals under your complete control.

**In 2017, on average, 3.1 vehicles were recalled for each vehicle sold.**

(SOURCE: [HTTPS://WWW.MCKINSEY.COM/INDUSTRIES/AUTOMOTIVE-AND-ASSEMBLY/OUR-INSIGHTS/RETURN-TO-SENDER-RESOLVING-THE-AUTOMOTIVE-RECALL-RESURGENCE](https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/return-to-sender-resolving-the-automotive-recall-resurgence))

## HOW IT WORKS

### DRNsights Vehicle Tagging in action



010112448124

**01**

You submit a list of VINs for outstanding vehicles that require repair.

010112448124



**02**

We translate those VINs into license plates and add them to a hotlist for our affiliates.



**03**

After scanning a vehicle, an affiliate tags it and sends you photo confirmation.

**Real data, real analytics, real results.**

**DRNdata.com**



**Contact us today for a demo!**  
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