

DRNsights+ for Auto Recall

Maximize Recall Response Rates with DRNsights+ and AskOtto Automotive Affiliate Network



Introducing DRNsights+ for Auto Recall, powered by DRN's cutting-edge vehicle location data and its seamless integration with AskOtto by inSearchX. By combining our expertise, we empower you to incorporate vehicle location intelligence and deploy unmatched customer engagement tactics. With DRNsights+ and AskOtto, you'll not only accelerate recall completions but also prioritize outreach and maximize your impact. Our proven solutions are designed to perpetually search for affected VINs across AskOtto and DRM automotive networks to expedite vehicle location, enhance recall prioritization, and ultimately boost completion rates for critical repairs.

AskOtto boasts an expansive affiliate network with over 150 million customers to ensure that recall notifications are received by a significant number of their customers. Every time a consumer parks, services or insures a vehicle, DRNsights+ Analytics intelligently detect and respond to recall information in the context of their recent activities. This contextual relevance drastically increases engagement and encourages prompt action. Through AskOtto, consumers receive recall notifications via SMS, email and in-app, ensuring that the message reaches them through channels they prefer. This seamless multi-channel experience contributes to higher recall response rates from customers. In addition to recall alerts tied to recent activities, consumers can choose to opt in for future recall notifications.

DRNsights+ Auto Recall Advantage

Locate Vehicles Faster: Break free from traditional outdated sources and self-reported information. Utilize billions of real-time license plate sightings to pinpoint vehicle locations and swiftly make right-party contact.

Prioritize Recall Efforts: Optimize your campaign strategy using case management tools that highlight areas with the greatest potential impact. Focus resources where they matter most.

Improve Completion Rates: Deploy a robust network of resources, including our canvassing network and vehicle tagging service. Efficiently locate and notify drivers of vehicles under recall, driving up completion rates.

AskOtto Integration: Recall Notifications

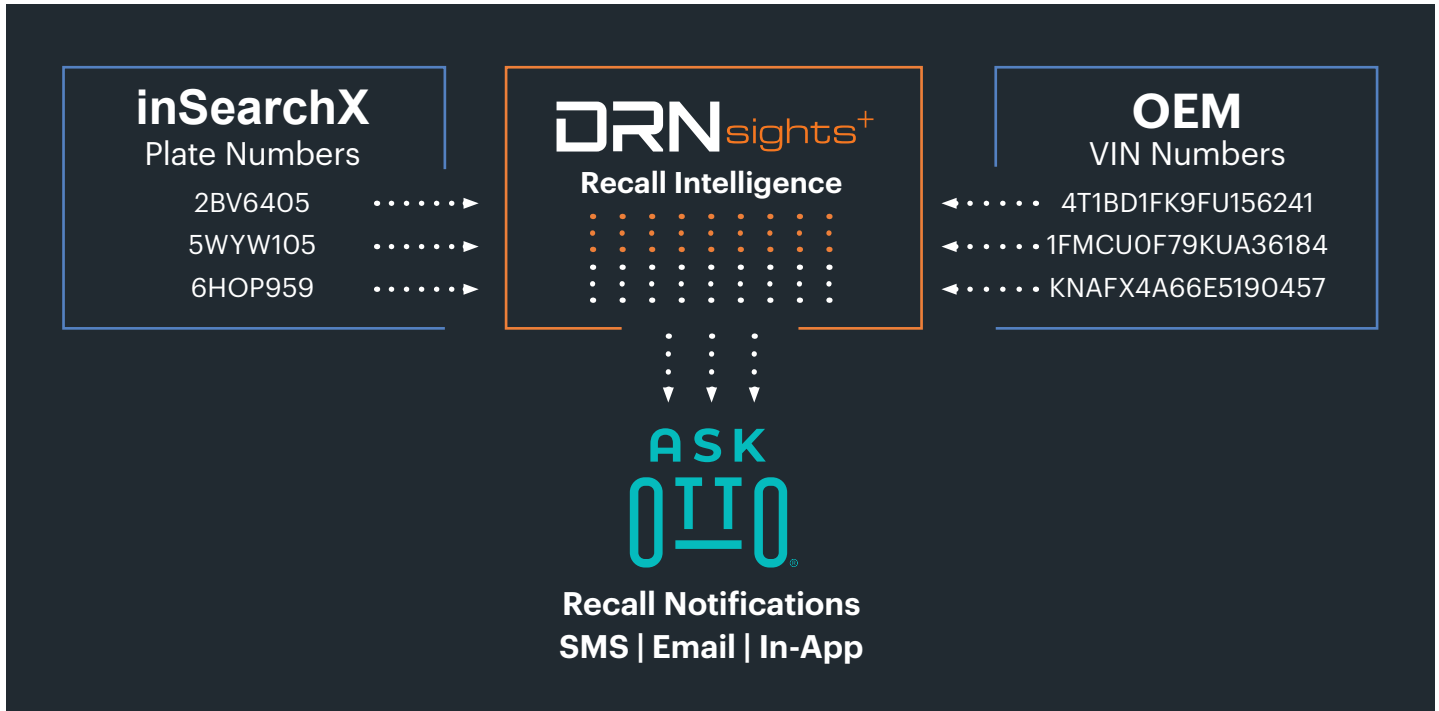
Safety First Messaging: Seamlessly integrate recall notifications into the parking, insurance, and service transactions of affected vehicles. Deliver critical recall messages at the perfect moment, maximizing engagement.

Cross Channel Delivery: Interact and deliver open safety recall notices across different touchpoints, including SMS text delivery, email, and in-app notifications.

Custom Content for High Engagement: Deliver relevant content tailored to consumers' recent automotive activities and vehicle ownership. Boost response rates and recall completions.



How it works?



01

Data Ingestion: inSearchX uploads license plate data to the DRNsights+ platform.

02

OEM Contribution: OEMs upload VINs with recall information to DRNsights+ platform.

03

Conversion and Matching: DRNsights+ converts license plates to VINs and matches them with OEM-provided VINs containing recall information. This meticulous matching process forms the cornerstone of our recall strategy, ensuring precision and accuracy at every step.

04

Recall Notifications: Matched VINs with recalls are transmitted back to inSearchX via AskOtto.

05

Multi-Channel Notifications: inSearchX's AskOtto sends push notifications through SMS, email and in-app to directly engage consumers in real-time.

Success Stories: Setting Recall Notification Standards

Our unwavering dedication to elevating recall notification standards has produced remarkable outcomes, even prior to the implementation of our cutting-edge virtual tagging solution. By leveraging a nationwide network of affiliates, our physical vehicle tagging service ensures direct and precise communication with unrepaired vehicles with message control and verified photographic proof. Let's examine our impact from 2021 to 2022.

61,833

Vehicles Tagged

Physical Tagging: From Mar 2021 to Mar 2022, we successfully tagged 61,833 vehicles across 5 OEM's recall campaigns.

9.18%

Repair Rate (90 days)

Remarkable Repairs: Of these tagged vehicles, an impressive 9.18% (5,592) were repaired within 90 days.

26

States Covered

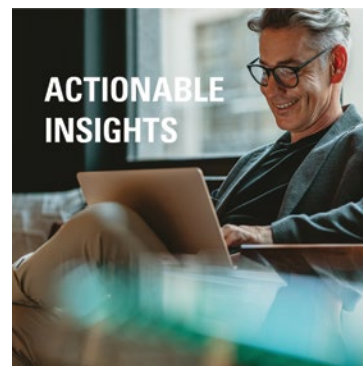
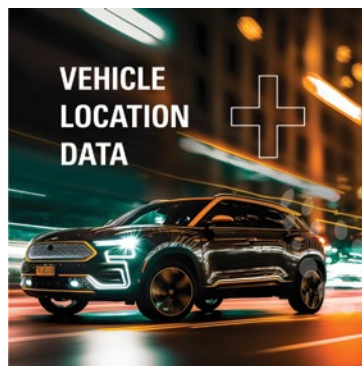
Nationwide Reach: Backed by hundreds of dedicated repo affiliates across 26 states, our program is reinforcing our commitment to driving positive changes.

Looking Ahead to Virtual Tagging

As we continue to innovate, we're excited to introduce our new virtual tagging solution, AskOtto, which promises to further improve the recall notification process. While virtual tagging is a new endeavor for us, our proven track record with physical tagging establishes a strong foundation for the potential success of this cutting-edge approach.

Industry-Leading Vehicle Location Intelligence

DRNsights+ is powered by billions of license plate records, a nationwide network of nearly 4,000 cameras that provides unparalleled accuracy, delivering nearly 220 million scans per month in the database to be sorted, analyzed and organized. With the largest LPR data in the US, we revolutionized the auto lending, collections and repossession industry by helping recover up to 35% more vehicles in approximately half the time. By seamlessly integrating cutting-edge analytics with AskOtto Automotive Affiliate Network – the largest in its sector – we enable OEMs to deliver recall alerts with unparalleled contextual relevance. This synergy leads to higher completion rates of critical repairs, driving accelerated recall responses and prioritized efforts. Contact us today to explore how DRNsights+ for Auto Recall can benefit your recall efforts.



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