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A ROADMAP FOR **GROWTH**



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Designing a best-in-class loan refinance program





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Introducing:

- John Taylor
Experian





Agenda

- The greatest “disrupter” generation
- Detangling Millennial prospecting complexity
- Market opportunity deep dive
- Marketing program execution excellence



“**CREATIVITY...**

... is intelligence having fun.”

– **Albert Einstein**



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Who would like to
**increase
revenue by
\$1 billion
annually?**



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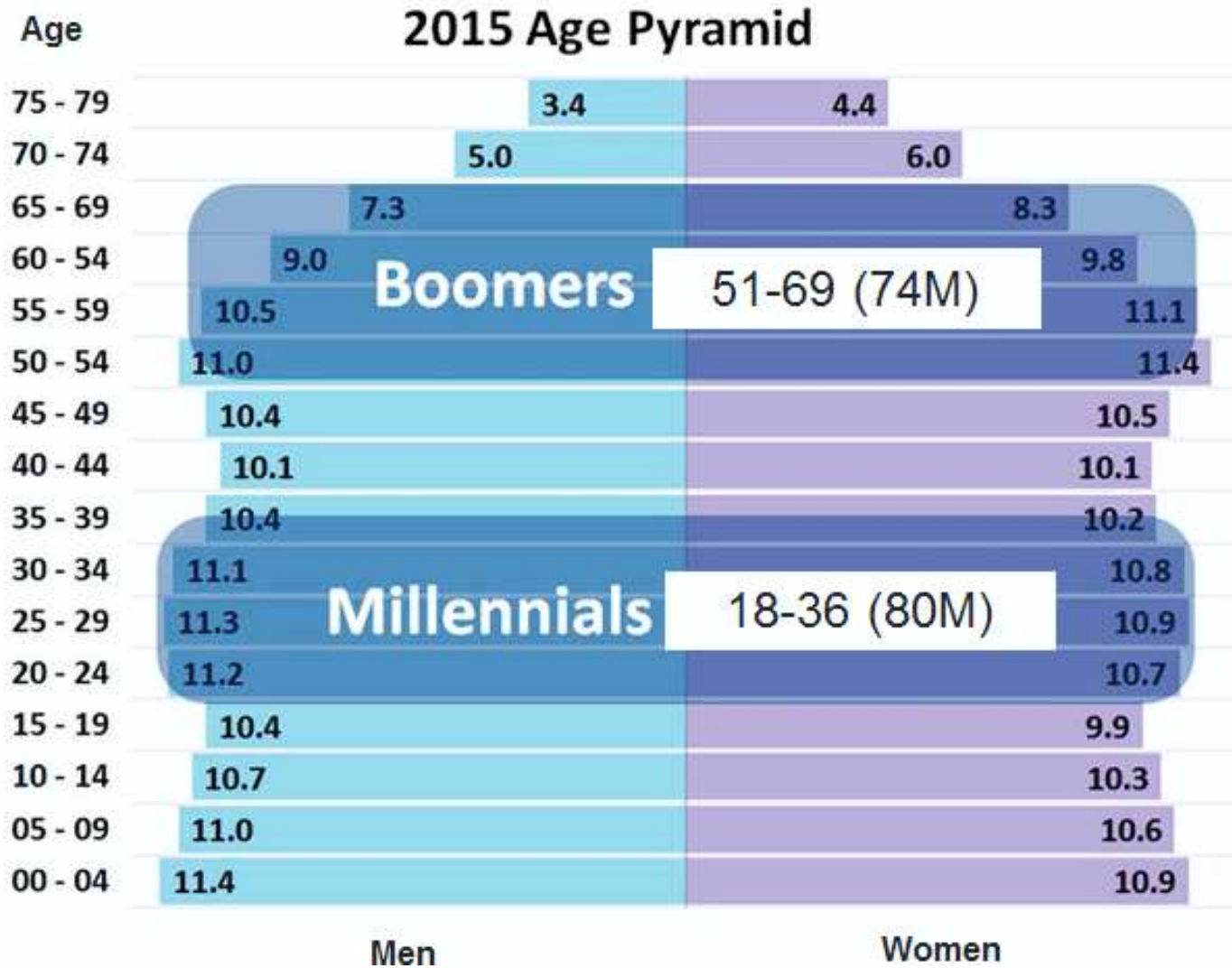
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Millennials – greatest “disrupter” generation?





The philanthropic digital car buyer

Total market demand

- Roughly 80 million strong (25% of U.S. population)
- 20% more than Gen X
- \$1+ trillion estimated purchasing power
- \$430 billion discretionary nonessential spending
- Loyal to “brands” – NOT products necessarily



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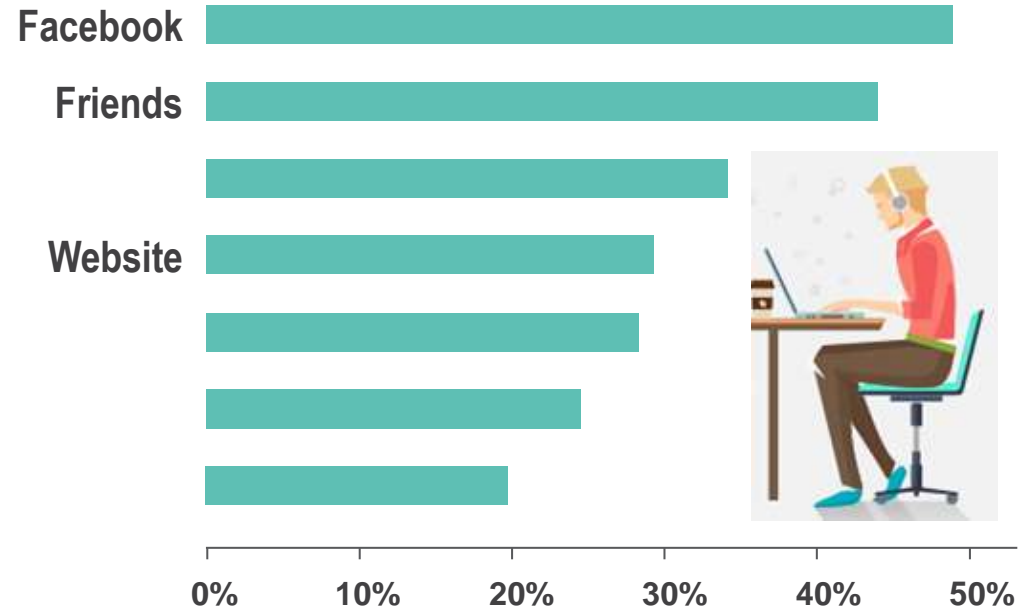
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The social savvy automotive buyer

Social to the core...

- 51% find brands on Facebook
- 45% consult friends and family
- Roughly 50% visit social network sites twice or more daily
- Over half of Millennials approve of sharing location and other information with companies for the brands they like!



Source: Nielson Millennial Attitudinal Study 2015



The social savvy automotive buyer

Comparisons of Millennials vs. all adults

My phone is an expression of who I am (index 180)

I would be interested in receiving ads on my phone (index 135)

I use my phone to get the information I need (index 136)

My phone connects me to my social world (index 148)

I like to follow my favorite brands on social media (index 200)

I am likely to buy products I see advertised on my phone (index 161)

Millennials



Source: Millennial Financial Outlook: A generation ripe with investment opportunity, 2015



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Detangling Millennial prospecting complexity





Willing to buy...but able to buy?

35% of Millennials indicate they are likely to be in-market to purchase a car within the next 12 months, compared to **25%** of all U.S. adults.

Source: Cars.com Omnibus Harris Survey, 2015



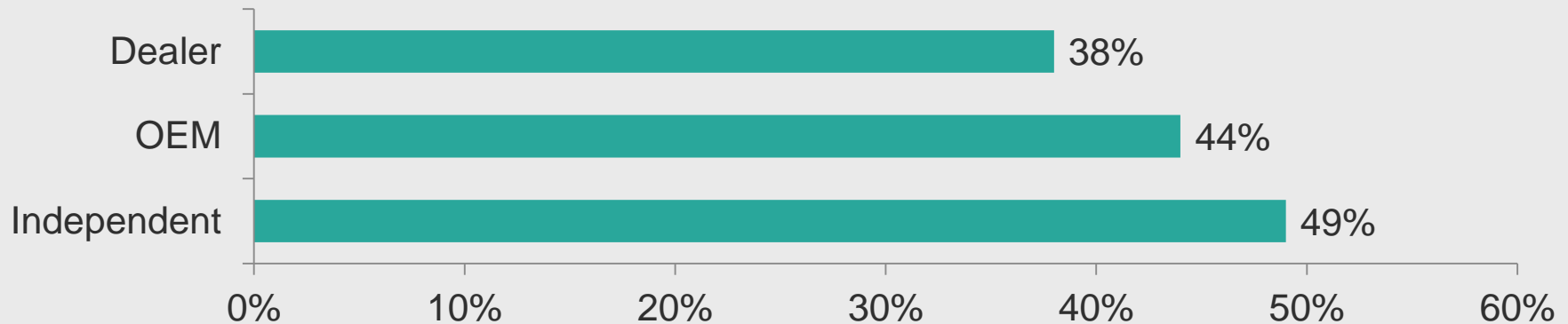


Millennials are too strong to be ignored...

Millennials represent ...

- 3.7 million new vehicles purchased
- Approximately \$29,900 average vehicle purchase
- 27% of new vehicle purchases

Websites used to shop for cars





Willing to buy, but able to buy?

The facts vs. fiction

- 83% have some college or more
- 68% are employed
- 44% are employed full time



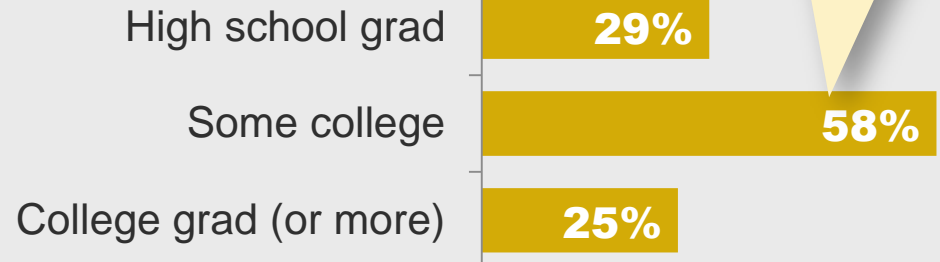
19% of Millennials are full- or part-time college students

Employment



68% have a job, but more than a third of these are part-time

Education



Source: Millennial Financial Outlook: A generation ripe with investment opportunity, 2015

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College graduation distinguished life event

Comparisons vs. all Millennials



3.4x more likely to have education loans



32% have a mortgage



35% have car loans

84% have a job

**87% of those
are full-time**

\$52,700

College-graduated Millennials
have double the income of
those without a degree.

Source: Millennial Financial Outlook: A generation ripe with investment opportunity, 2015

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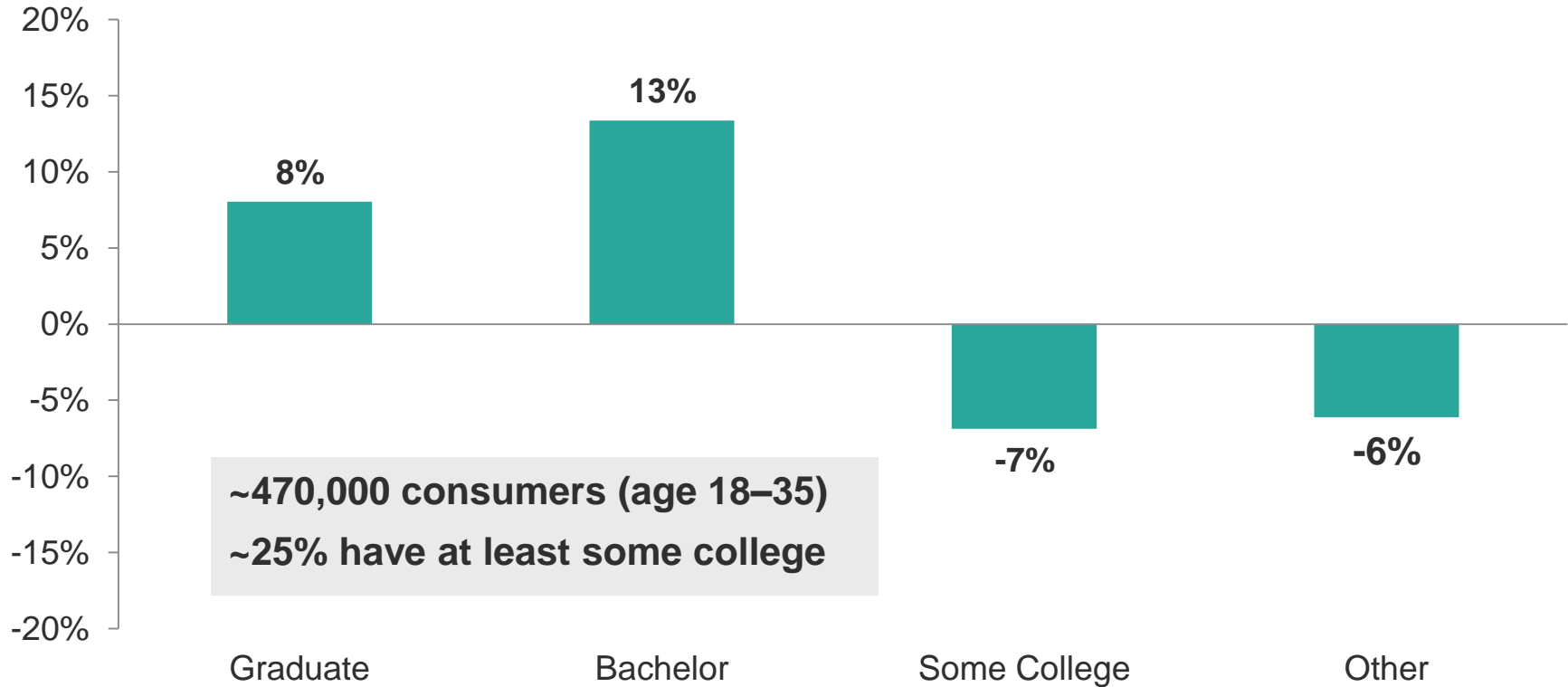
Market opportunity: California case





What is the market opportunity size?

2014–2015: CA Millennial consumers YOY change



*Source: Millennial Financial Outlook: A generation ripe with investment opportunity, 2015

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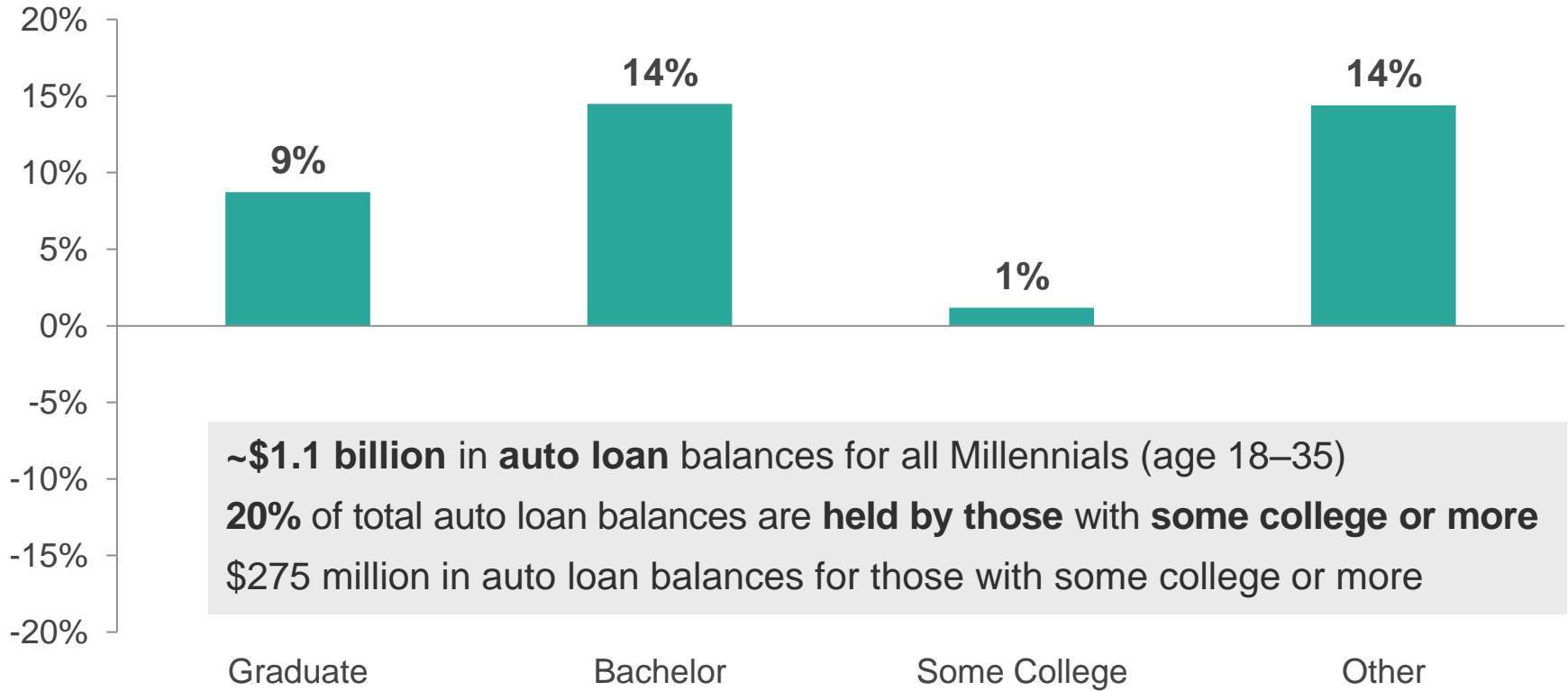


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What is the market opportunity size?

*2014–2015: CA Millennial auto loans YOY change



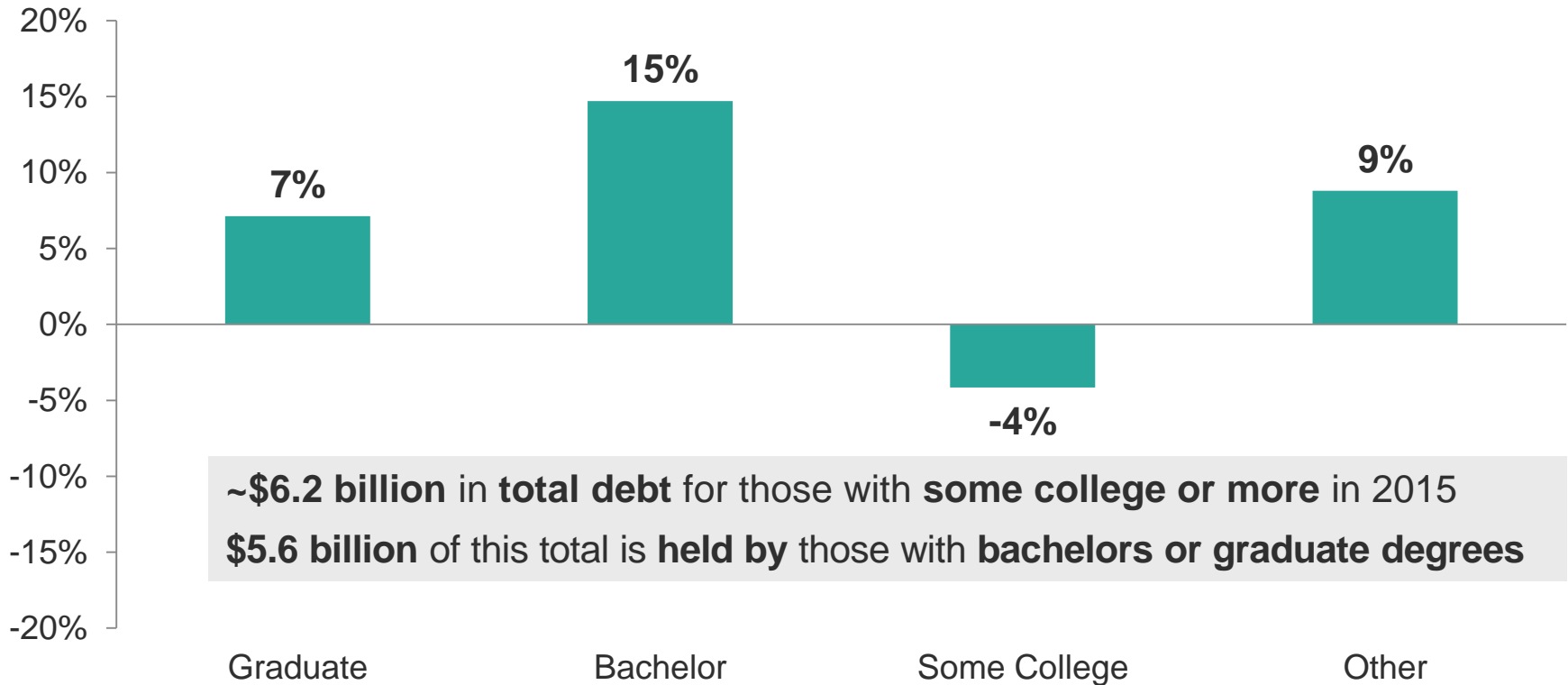
~\$1.1 billion in auto loan balances for all Millennials (age 18–35)
20% of total auto loan balances are held by those with some college or more
\$275 million in auto loan balances for those with some college or more

*Current auto loans (0 DPD)



What is the market opportunity size?

2014–2015 : CA Millennials total debt YOY change



*Source: Millennial Financial Outlook: A generation ripe with investment opportunity, 2015

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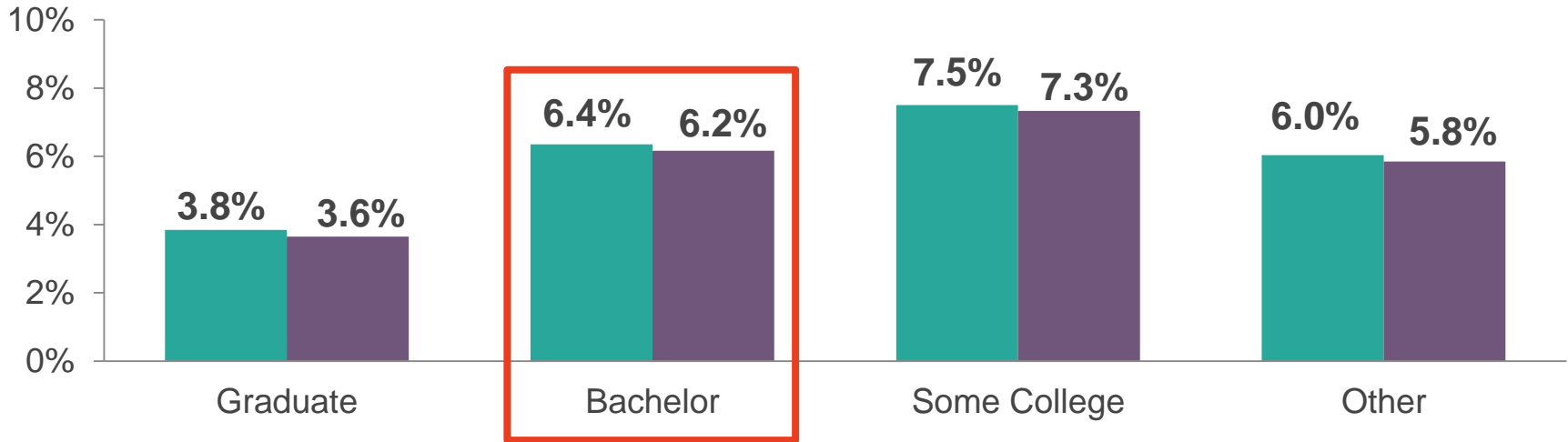


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What is the messaging opportunity?

2014–2015: EIRC for Auto^{SM*} suggests refinance targeting segments



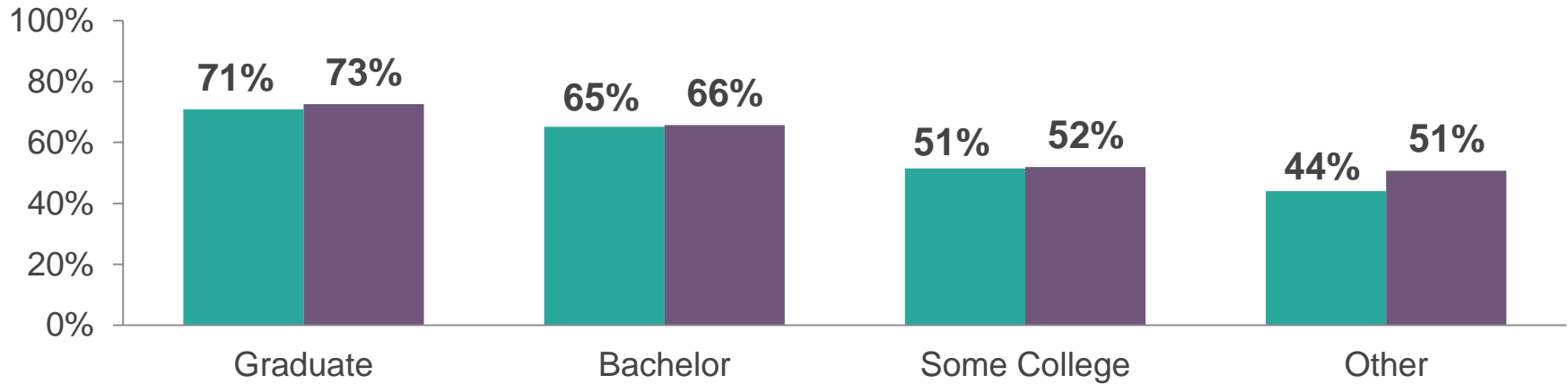
Begin first with employed **bachelor's grads** with auto loans to lower interest
Additionally look for **re-price targeting opportunities** for other segments

*EIRC for AutoSM is Experian's "Estimated Interest Rate Calculation" specific to automotive loans



Willingness to buy, but what about ability?

2014–2015: CA Millennials with 680+ VantageScore® 3.0



66% Millennials with bachelor's degrees are 680+ VantageScore® 3.0
51% of non-college graduates have 680+ VantageScore® 3.0
with similar pricing

*Source: Millennial Financial Outlook: A generation ripe with investment opportunity, 2015



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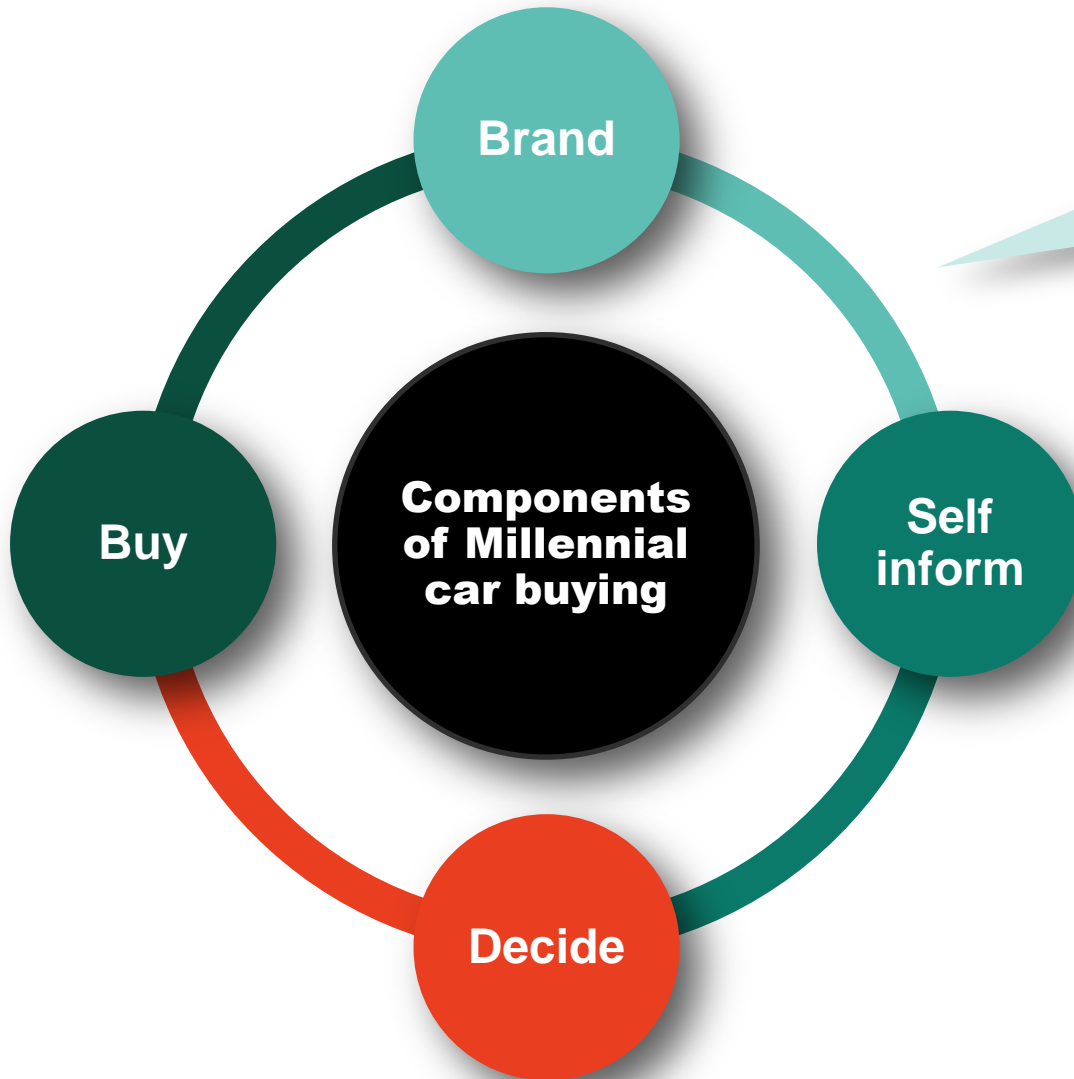
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Marketing program execution excellence





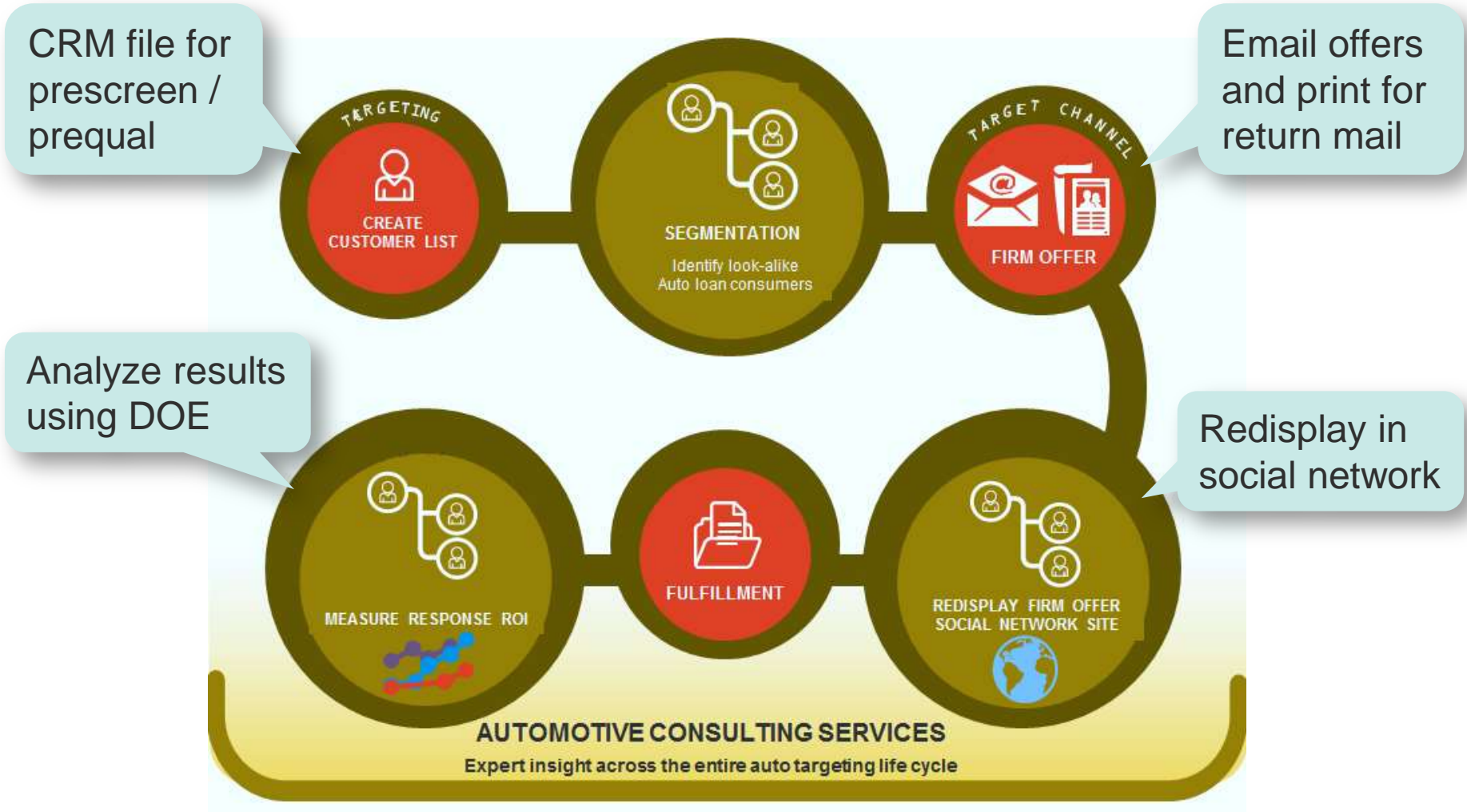
Four decision points of car buying...



Lenders influence three-fourths of decision points!



Reach Millennials where they hear you...





The business benefits...

- **Leverage targeting best practices...**
With segmentation for targeting
- **Utilize segment knowledge...**
to reach Millennial auto buyers in the medium they will see your offers
- **Use campaign response analysis...**
To design and measure marketing efforts to increase profit and lower expenses
- **Look forward...**
To claiming your share of the Millennial car buyer's wallet potential





Claim your share of the \$1 billion revenue?





Questions





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**For additional information,
please contact:**

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1 Select the Survey button and complete

2 Select the breakout session you attended

Vision Conference
Breakout Session Survey

Experian

1. How would you rate the presenters' knowledge?
 Excellent Above average Average Below average Poor

2. How would you rate the presenters' delivery?
 Excellent Above average Average Below average Poor

3. How would you rate the presenters' time management?
 Excellent Above average Average Below average Poor

4. How useful was the session information?
 Very useful Somewhat useful Neutral
 Somewhat not useful Not useful

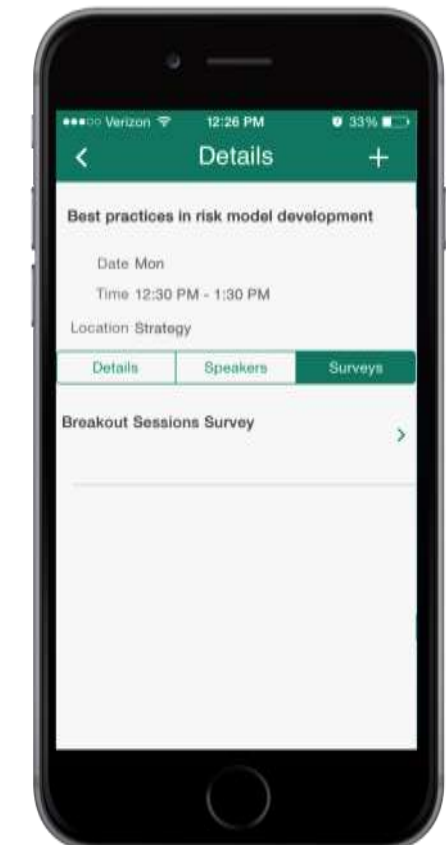
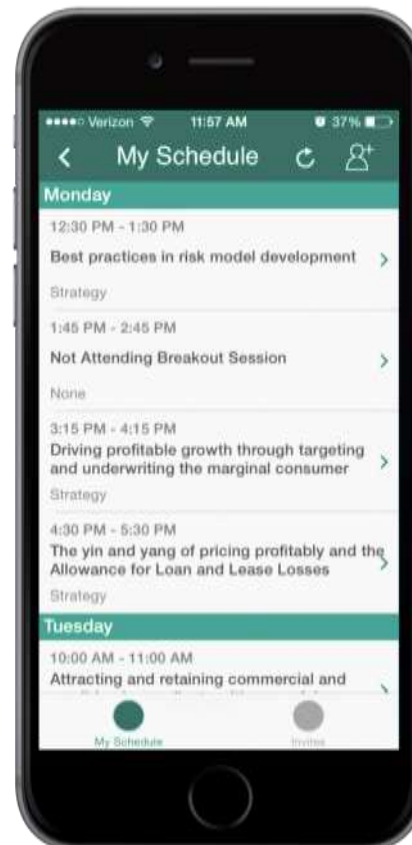
5. How would you rate the session on being current?
 Very current Somewhat current Neutral
 Somewhat not current Not current

6. How relevant was the session content to the title and description?
 Very relevant Somewhat relevant Neutral
 Somewhat not relevant Not relevant

7. How would you rate the level of content?
 Too advanced Just right Too basic

8. Why did you attend this session? (Check all that apply)
 Relates to my business The presenter(s) Interest in new product
 Compelling session description Increase product knowledge

9. Do you have any additional comments?





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