

The future of remarketing

Alex Gillespie, Experian

Tom Wood, Cazana



Agenda

 What are Cazana & Experian doing here?

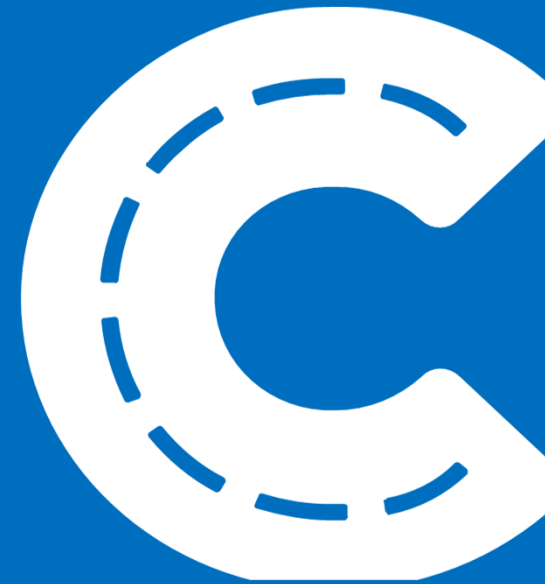
 What's happening in the market now?

 What about next year?

 What does the future look like?

 What can you be doing different now?

About Cazana





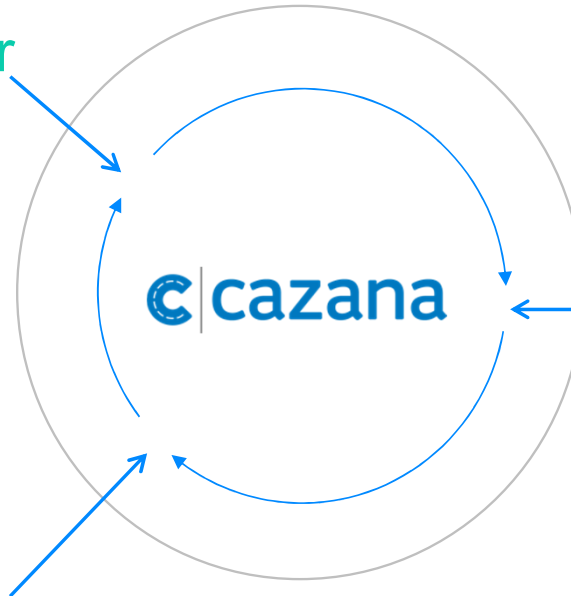
- ✓ 7 years old
- ✓ Team of 52
- ✓ VC backed
- ✓ Growing 150% YoY



Our sectors

Modern Auto Consumer

Vehicle history / checks
Finance comparison
Vehicle discovery



Lenders & Insurers

Asset values
Risk projection
Market insight

Dealers & Manufacturers

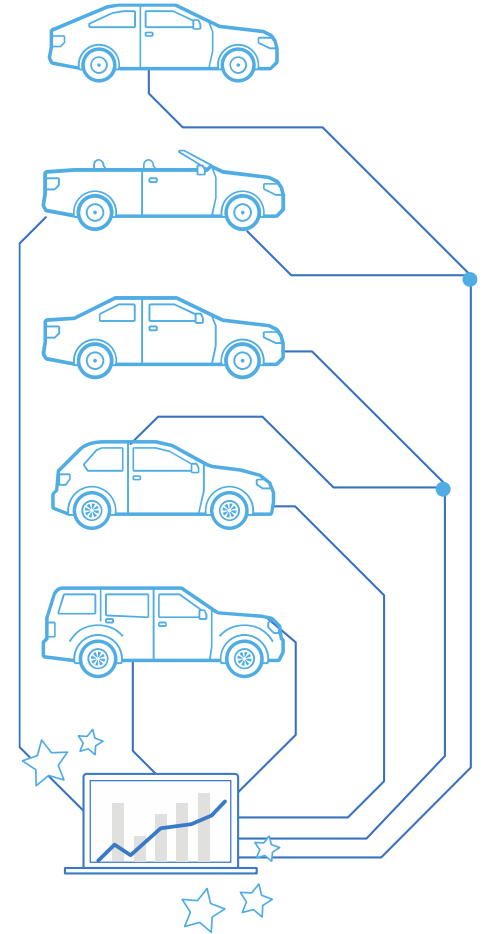
Vehicle pricing solutions
Market Insight
Lead generation

Realtime market insight. Data driven. No editing.

Unlike legacy providers, Cazana is the first valuation and insight service to use big data from vehicle classifieds to understand the current and future value of vehicles.

Cazana sees market changes as they happen in real-time as opposed to manually edited monthly guides.

This real-time technology allows us to produce a vehicle value that is truly indicative of its worth on the market today - not a guess based on months old data from auction.

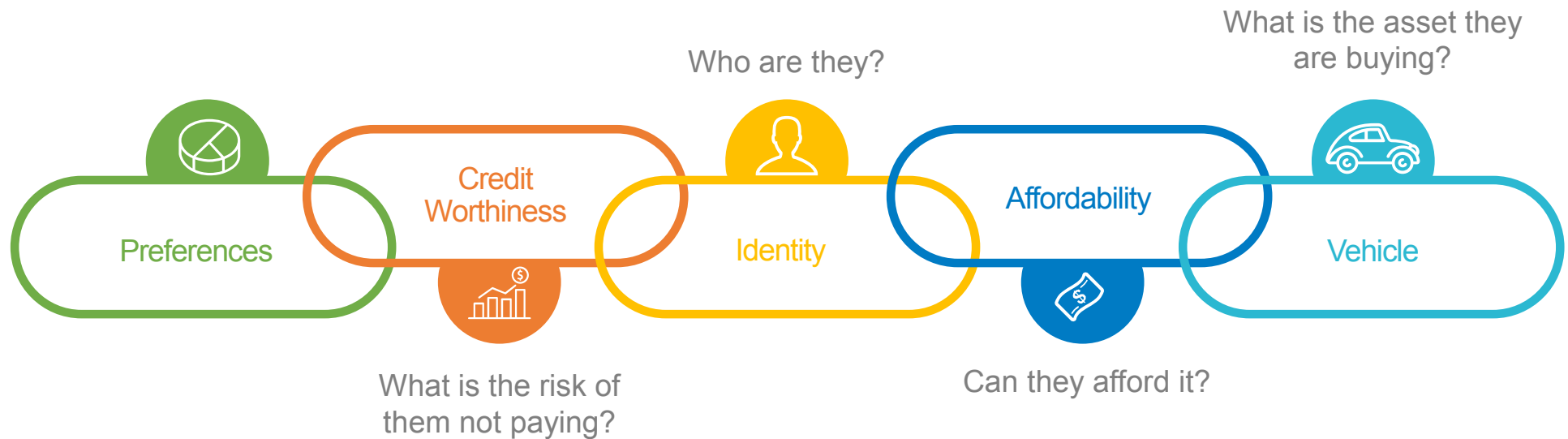


About Experian



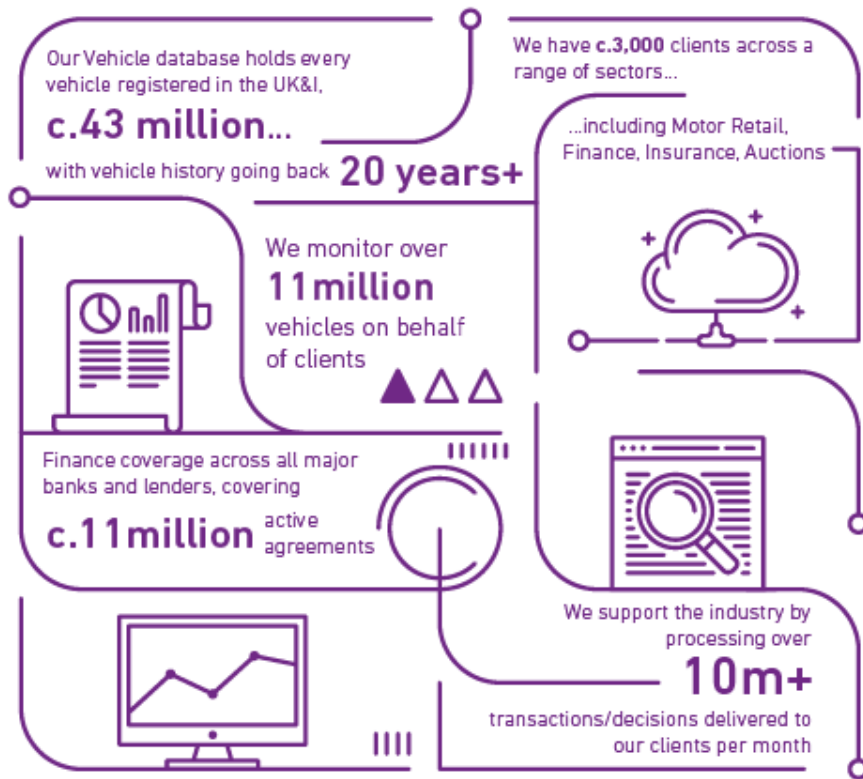
Experian in the Automotive Market

UNDERSTANDING YOUR CUSTOMER AND THEIR VEHICLE



Experian in the Automotive Market

UNDERSTANDING YOUR CUSTOMER AND THEIR VEHICLE





What's happening
now?

UK used car market performance

- Used Retail Demand Resilient
- Wholesale Market Vibrant
- Used Car Stock Shortages
- Wholesale Conversion Levels High

Cazana outlook

2019

RUI9 PET

New Sales
-2.7%

RVI5 ZBX

Used Sales
8.1m to 8.15m

2020

RU20 PET

New Sales
-1.6%

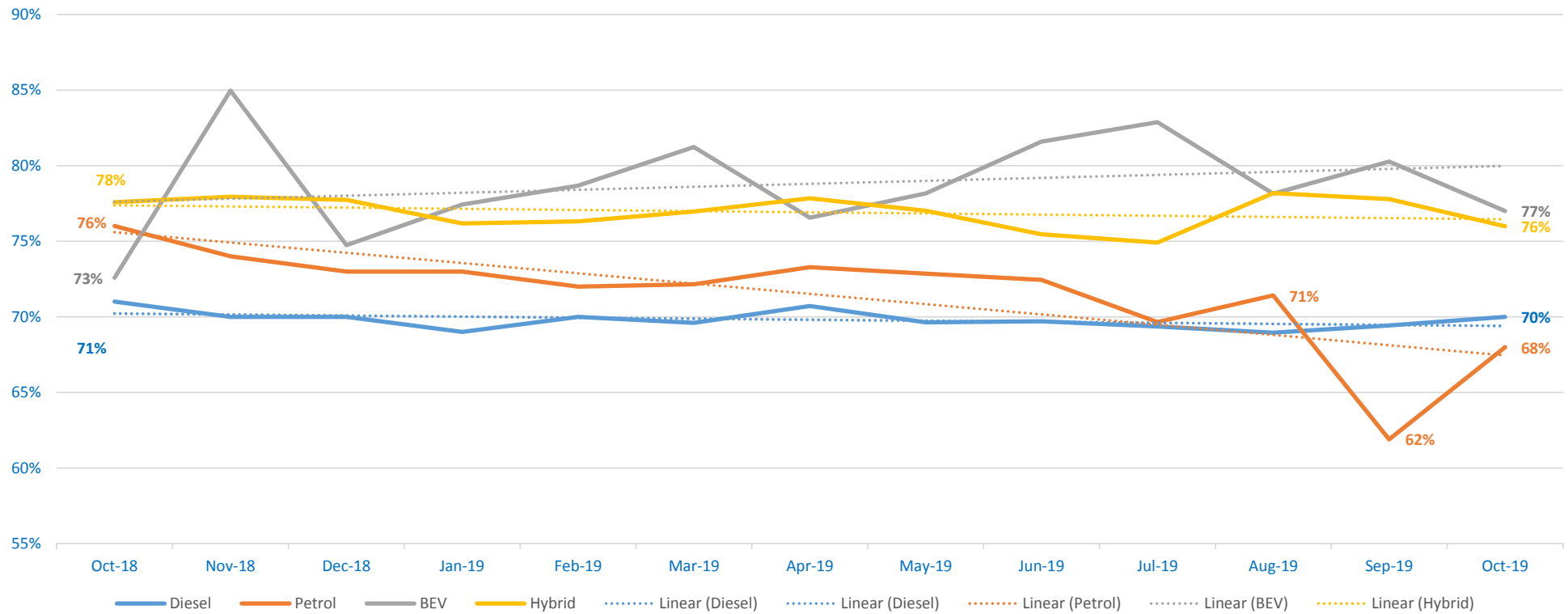
RVI5 ZBX

Used Sales 8.2m
to 8.25m

The year of the used car

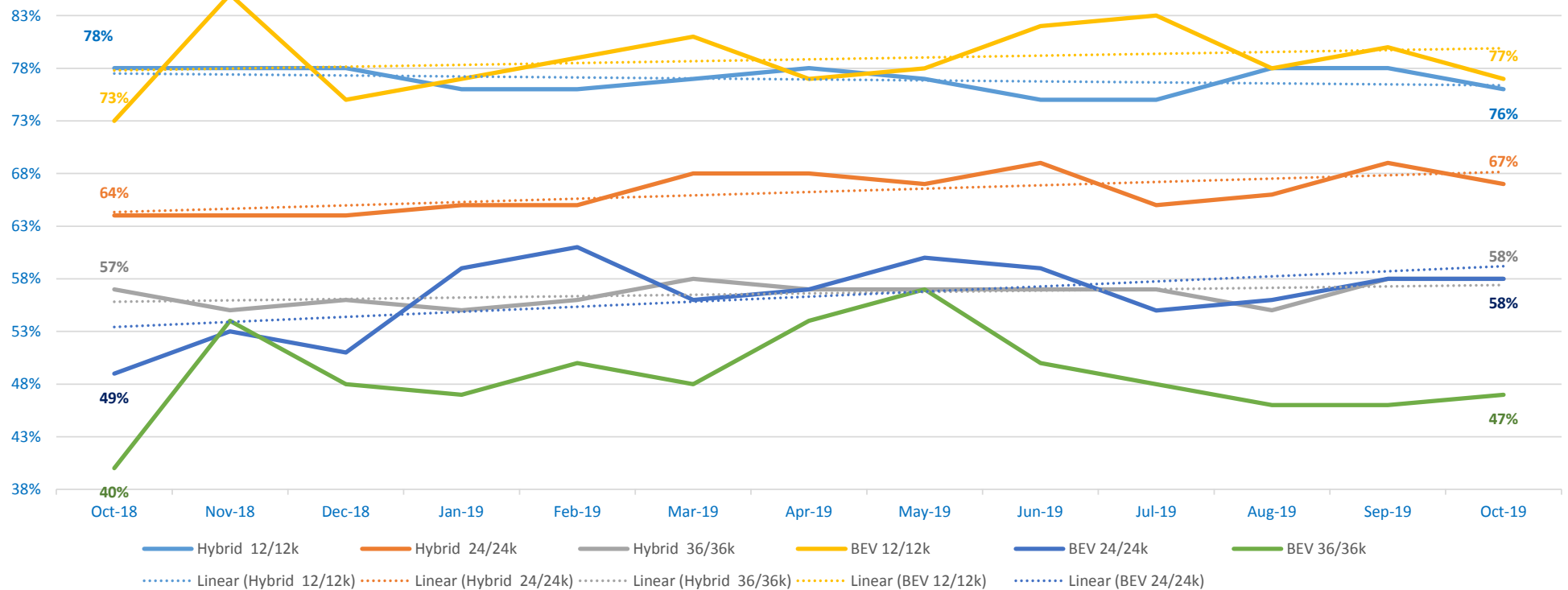
UK used car market performance

Retail Price Performance as a % of OCN for Sub 12/12k Cars by Fuel Type



UK used car market performance – Hybrid and BEV

Retail Pricing Performance as a % of OCN - Hybrid and BEV by Age and Mileage Profile





What's going to
happen next year?



More direct remarketing



MotorTrade

Better targeting

Other vehicles for sale (0) [View vehicle's timeline](#)

Filter [Reset all](#) [Listing type](#) [Seller type](#) [Registration](#) [Mileage](#) [Colour](#) [Distance](#) [Options](#) Sort by [Most relevant](#)

VRM	Year	Colour	Fuel Type	Seller Type	Mileage	Price
LD17ZNP	2017				SOLD 28,022 miles	£23,950 Rybrook Worcester-Worcester-Sold 10 months ago
DK17OHP	2017				SOLD 27,671 miles	£22,980 Halliwell Jones Chester-Cheshire West and Chester-Sold 3 months ago
WNZ7005	2017				SOLD 28,405 miles	£21,750 Bavarian Garages-Belfast-Sold 5 months ago
W27BER	2017				SOLD 22,930 miles	£24,990 Lloyd Motor Group-Fylde-Sold 5 months ago
YS17GWX	2017				SOLD 14,491 miles	£23,750 Sytner Nottingham-Nottingham-Sold 2 months ago
OV17OWA	2017				SOLD 19,004 miles	£24,500 Sytner Oldbury-Sandwell-Sold 8 months ago
YN17XUX	2017				SOLD 22,059 miles	£23,995 Soper Lincoln-North Kesteven-Sold 8 months ago

Savvier dealers

cazana Value another vehicle Cazana Dealer Khan

Vehicle overview
2015 BMW 6 Series Coupe 640 M Sport 640d Step Auto Start/Stop

Cazana retail £20,709

- Cazana retail franchise £21,464
- Cazana retail independent £20,221
- Cazana retail supermarket £19,972

Cazana trade £18,530

Gross profit £2,179
Percentage 10.52%

% of OCN
Depreciation
Original cost new

Days to sale
Stocking depreciation

Mileage 44,689 (estimated)
Valuation date 22/10/2019
Condition Good

Options check
Unlock deeper insight into this vehicle's true value [View options](#)

Updating the mileage or condition will count as a separate lookup

Last for sale 2 years ago

Listing details
Last price listed £32,500

Other vehicles for sale (106)

Filter: [Reset all](#) [Listing type](#) [Seller type](#) [Registration](#) [Mileage](#) [Colour](#) [Distance](#) [Options](#) Sort by: [Most relevant](#)

Vehicle overview
2015 BMW 6 Series Coupe 640 M Sport 640d Step Auto Start/Stop

- Cazana retail £20,709
- Cazana retail franchise £21,464
- Cazana retail independent £20,221
- Cazana retail supermarket £19,972

Cazana trade £18,530

Gross profit £2,179
Percentage 10.52%

% of OCN
Depreciation £18,258
Original cost new £18,716

Days to sale 33
Stocking depreciation

Mileage 44,689 (estimated)
Valuation date 22/10/2019

Retail-back pricing takes precedent over the 'books'

Home » Dealer Management » Retailing » Motor retailers 'spoilt for choice' on valuation data

Motor retailers 'spoilt for choice' on valuation data

29/10/2019 in Retailing



Was this article useful?
Click the thumbs up >



Automotive retailers are spoilt for choice on who to partner up with for valuation data in the UK.

The market is extremely competitive, with a variety of suppliers pumping investment into new platforms and

technology to win custom from dealer groups.

Cap HPI leads the market in the UK for market share with dealers and retail valuations, but it competes against known brands Glass's, as well as Auto Trader, BCA and new entrants such as Cazana and jamjar.com.

All this competition is good news for dealers looking to put their suppliers to the test on service and price.

Dene Jones, BCA's chief marketing and data officer, said the demands of the used market mean dealers need access to daily pricing information.

He said better informed and more technology-literate consumers are pushing dealers to be more transparent in the sales process.

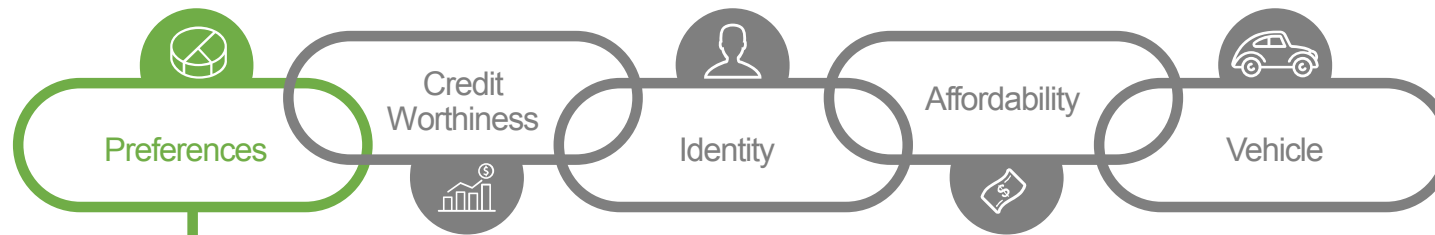
Cazana's Companion tool is now used by some of the largest dealers in the country (and integrated into new products such as the new Cazana-powered Experian Autocheck).

Ben Miller, Glass's head of marketing, said the company is planning to launch a new valuation platform across its 20 markets, including the UK, next year. He said



The future

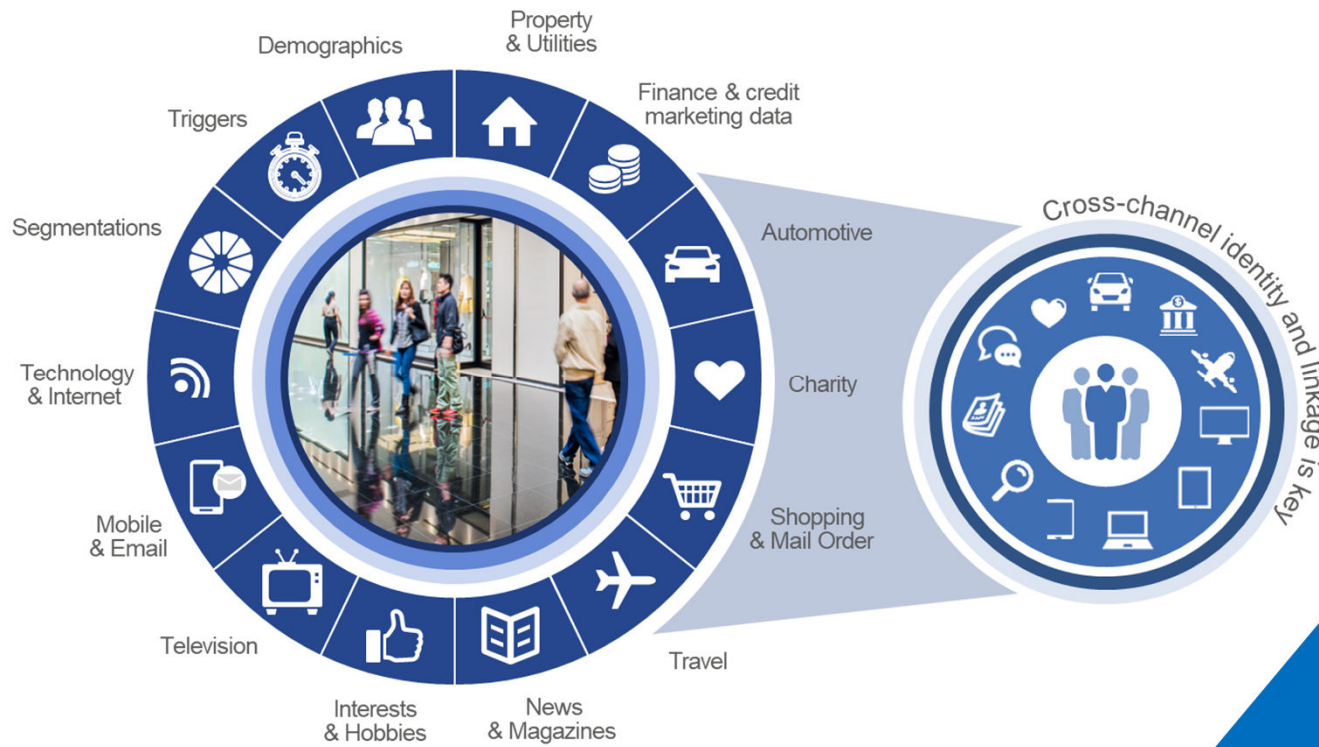
Clever direct customer targeting



Understanding how customers behave and react to communication channels allows you to interact with them to optimise the outcome



Clever direct customer targeting



Clever direct customer targeting

MOSAIC

Mosaic synthesizes millions of pieces of information to create an easy to understand segmentation that allocates over 51 million individuals and 26 million households into one of 15 groups and 66 detailed types.

Through a combination of more than 450 data variables, it builds a pin-sharp picture of the latest UK consumer and social trends.

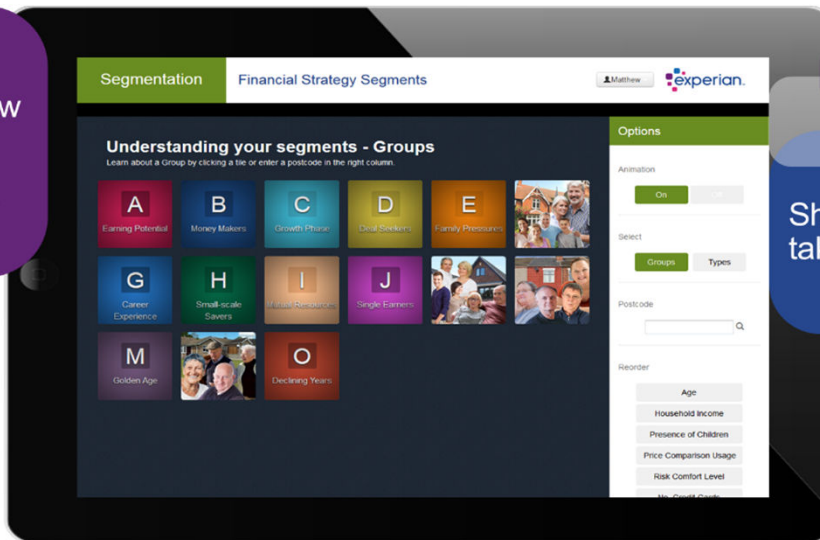
Financial Strategy Segments (FSS)

The segmentation is tightly linked to each person's age and affluence. It gathers people together based on similar financial behaviours, by household and then by individual, through 15 distinct groups and 55 types.



Clever direct customer targeting

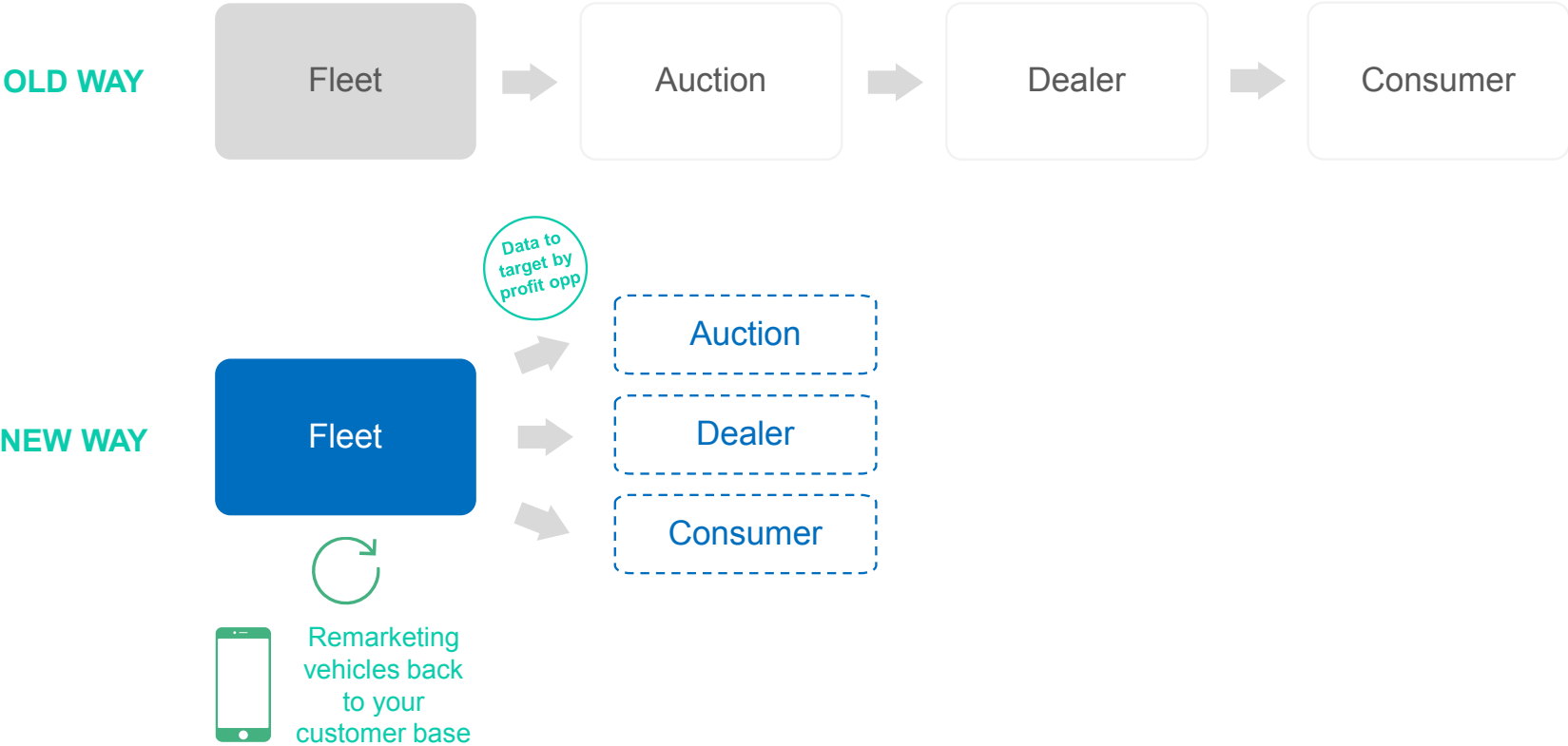
What do Experian know about your customers preferences?



Shall we take a look?

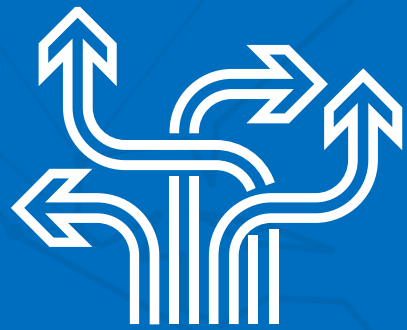


The future remarketing journey



Pinpoint trade targeting





What can you be
doing different now?

What can you be doing different now?

- Use relevant retail data – crystal ball into what the dealer is experiencing
- Better understand what the end customer wants – fuel types, access models
- Be smarter around the channels you use, challenge the status quo!

The screenshot displays the Cazana website interface for a vehicle listing. The main heading is "2017 BMW 2 Series Coupe M240i 240i Step Auto Start/Stop". Key details include:

- Mileage:** 28,093
- Valuation date:** 21/11/2019
- Condition:** Good
- Valuation certificate:** Available

A table shows retail prices from various sources:

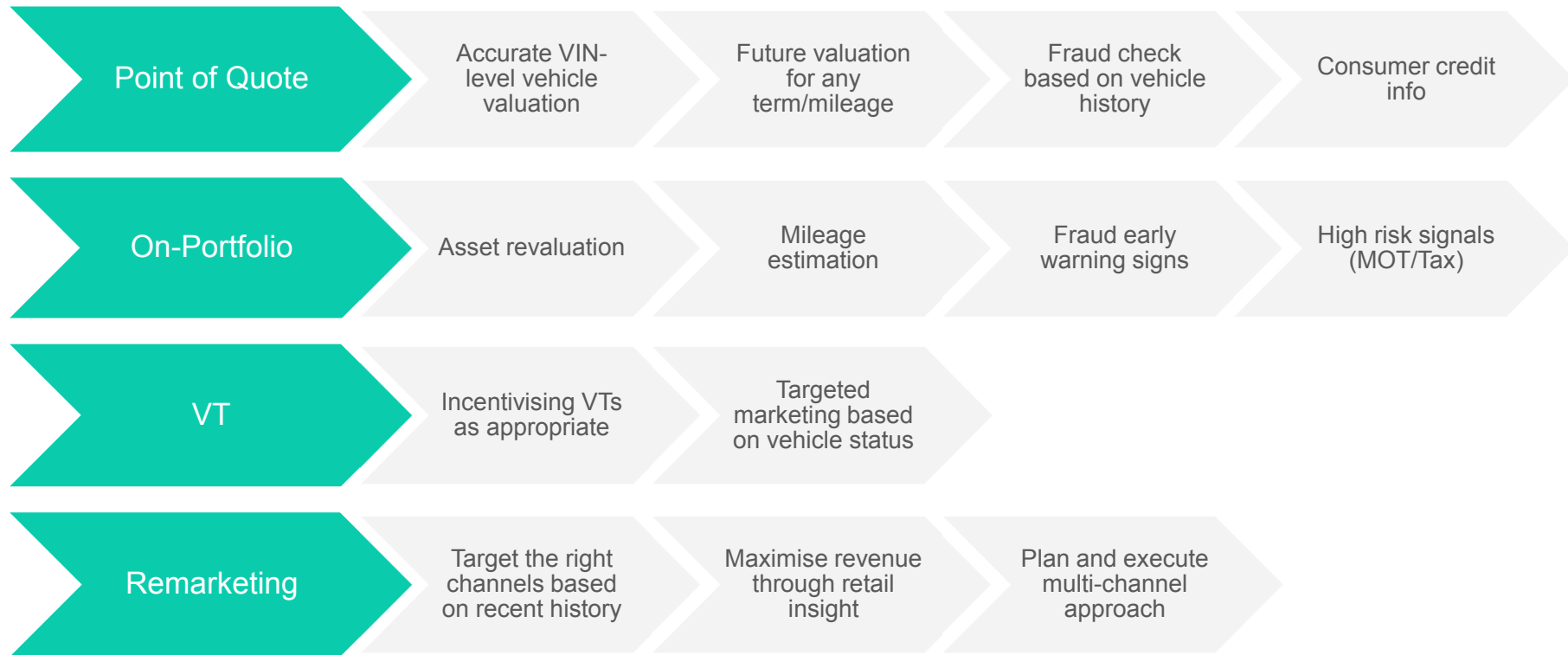
Source	Price
Cazana retail	£21,645
Cazana retail franchise	£22,435
Cazana retail independent	£20,842
Cazana retail supermarket	£19,914

Other metrics include a Gross profit of £1,732 (8.00%) and a list of "Other vehicles for sale (0)".

The bottom section shows a list of other vehicles for sale, including:

- LD17ZNP:** 2017, 28,022 miles, £23,950 (SOLD)
- DK17OHP:** 2017, 27,671 miles, £22,980 (SOLD)
- WNZ7005:** 2017, 28,405 miles, £21,790 (SOLD)
- W27BER:** 2017, 22,930 miles, £24,990 (SOLD)
- YS17GWX:** 2017, 14,491 miles, £23,750 (SOLD)
- OV17OWA:** 2017, 19,004 miles, £24,500 (SOLD)
- YN17XUX:** 2017, 22,059 miles, £23,995 (SOLD)

How lenders work with Experian / Cazana



Thanks

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