The Ultimate Guide to Cleaning Dealership Databases

Why Data Hygiene and Enrichment are Crucial for Data-Driven Marketing

orbee | TransUnion

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Introduction

The modern car buying journey has drastically changed the way shoppers engage with dealerships, reshaping dealership operations in the process. Today, a typical dealership may work with more than 10 different vendors—ranging from their website, trade-in form, credit application, call tracking and countless other lead generation tools—each collecting valuable first-party data (1PD). While this data is pushed into Customer Relationship Management (CRM) or Dealer Management Systems (DMS), records often are duplicates of other records, contain inaccurate data, or are incomplete as they lack crucial points of contact.

First-party data can be a dealership's most valuable resource, but many struggle to unlock its potential due to the absence of proper data hygiene, validation and enrichment processes.
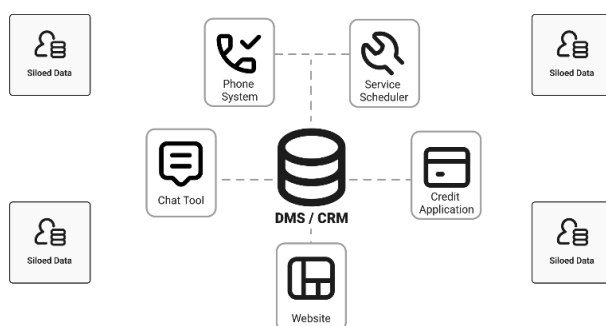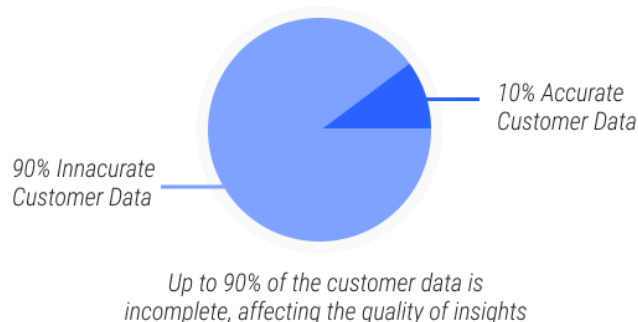

[Recent studies show](#) that up to 90% of customer records are incomplete, and 20–40% of data records are duplicates. This fragmentation impacts not only on customer engagement but also the effectiveness of personalized marketing campaigns due to the lack of a unified and accurate view of customer data.

This white paper aims to educate automotive dealerships about the importance of centralizing, cleansing, and enriching first-party data, ensuring that it is ready to power effective advertising and outbound marketing campaigns.

By prioritizing the cleansing and enrichment of first-party data **before** activating records and launching marketing or advertising efforts, dealerships can achieve higher conversion rates, improve the efficiency of marketing spend, and increase customer lifetime value (CLTV).

Incomplete Customer Records

10% Accurate Customer Data

90% Innacurate Customer Data

Up to 90% of the customer data is incomplete, affecting the quality of insights

The Role of First-Party Data in Modern Marketing Campaigns

First-party data—information collected directly from customers through interactions and transactions—is the cornerstone for developing impactful audiences and crafting personalized marketing campaigns. First-party data informs the choices in targeting and personalization that make or break your campaign, such as:

- Is this prospect in-market for a new car now, or did they just buy one?

- Are they likely interested in a car, truck, or SUV?

- Do they have preferences for leasing or buying?

In today's market, consumers expect advertisements and messages to be relevant to their needs. *Studies from [Salesforce](#) and [McKinsey](#)* highlight that customers engage more with campaigns tailored to their buying journey, which relies on clean, connected first-party data.

|			
53% of U.S. shoppers regularly **sign up for personalization**, especially among younger demographics.	**57%** of consumers are **willing to share personal data** in exchange for personalized offers or discounts.	**62%** are comfortable with companies sending personalized offers based on their previous purchases.	**63%** act on personalized messages because they see **value**.

Why Centralizing and Cleansing Data is Critical

The ability to centralize and cleanse data is essential for automotive dealerships aiming to remain competitive. Progressive dealership groups are constantly investing in advanced technology to keep their databases accurate. By leveraging tools designed to clean, validate, and enrich customer data, these dealerships can more effectively target in-market car shoppers.
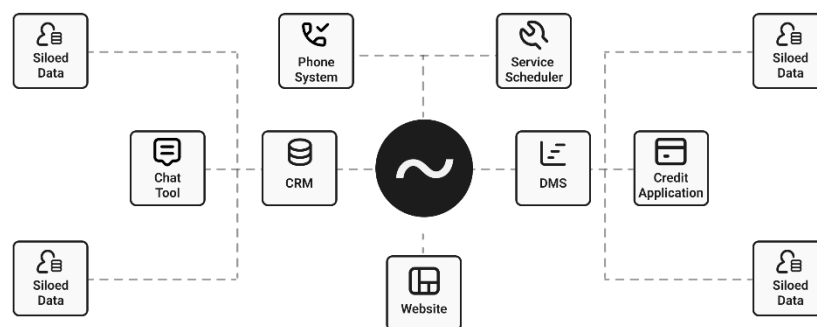
The Challenge of Fragmented Data

Automotive dealerships face significant challenges when managing customer data across multiple platforms, such as Dealer Management Systems (DMS), Customer Relationship Management (CRM) systems, and vendor databases. These systems often operate independently, resulting in siloed and fragmented data that is incomplete, outdated, or duplicated.

This lack of integration creates an inconsistent view of the customer, making it difficult for dealerships to deliver effective, personalized marketing campaigns. Additionally, data entry errors, inconsistent data formats, and outdated customer details further compromise data quality, leading to inefficiencies in data consolidation and analysis.

Database 01						
Record ID	First Name	Last Name	Email	Phone	Address	Vehicle Owned
181084	John		j.smith@example.com		123 Elmm St.	Toyota Camry
310789		Doe	jane.doe@example.com	234-567-8901		Ford Fusion
201023	Doee	Brown		345-678-9012	789 Pine St.	
405639	Emily		emly.john@example.com		012 Oak St.	Toyota RAV4
155698		Beslly	pam.beesly@example.com	456-789-0123		Acra TL
785664	Karen				101 Maplle St.	Honda CR-V

Database 02						
Record ID	First Name	Last Name	Email	Phone	Address	Vehicle Owned
181084		Smith	j.smit@example.com	123-456-7890	123 Elm St.	Toyota Camry
310789	Jane		jane.doe@example.com		456 Oac St.	
201023	Doe	Brow	doe.brown@example.com	345-678-901		Chevrolet Malibu
405639	Emily	Johnson	emly.john@example.com	567-890-1234		
155698	Pam	Beesly	pam.beesly@example.com		568 Ash St.	Acura TL
785664	Caren	Filipelli	k.filipelli@example.com	987-654-3210	101 Maple St.	Honda GRV

The Impact of Inaccurate Data on Marketing

When customer data is fragmented, outdated, or inaccurate, dealerships cannot effectively target their customers, resulting in poorly performing marketing campaigns. Poor data quality leads to misaligned targeting, where marketing messages fail to reach the right customers or land in outdated email inboxes. Inaccurate postal addresses result in expensive direct mail being returned. The consequences include not only wasted marketing dollars but also potential damage to the dealership's brand reputation, as poorly targeted campaigns can alienate potential customers.
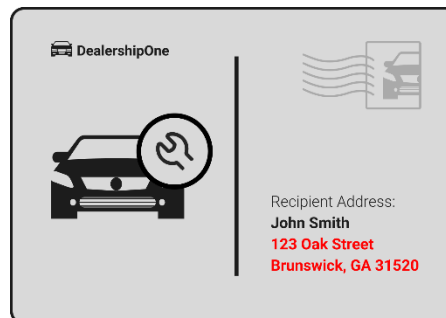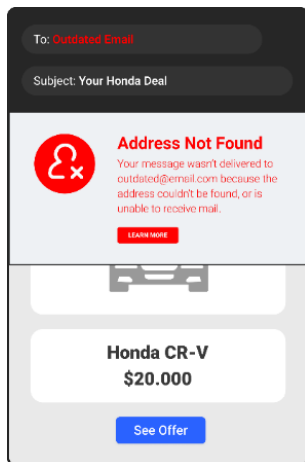
Outdated email and physical addresses waste marketing resources and lead to missed opportunities. Bounce-back errors and misdirected mail confuse recipients, reducing engagement and weakening customer trust.

Best Practices for Data Centralization and Cleansing

To overcome these challenges, dealerships should adopt a strategic approach to data management. The first step is to consolidate all first-party data sources, including DMS, CRM, and third-party vendors, into a single, unified database. This centralized system should assign unique customer identifiers to customer records and track their interactions across platforms.

Next, dealerships must prioritize ongoing data cleansing processes. This involves identifying and merging duplicate records, updating outdated customer information, and enriching the data with additional insights, such as demographic details, or vehicle ownership history.

By following these best practices, dealerships can turn fragmented data into a powerful resource that drives meaningful marketing results. This foundation not only boosts customer satisfaction but also maximizes the impact of every marketing effort.

The Power of Clean, Unified Data in Marketing

Clean, unified data—meaning data that is more accurate, consolidated into a single system, and enriched with additional insights—plays a crucial role in maximizing the effectiveness of your marketing campaigns.

Why is clean and unified data so powerful?

More Accurate Customer Profiles

When your data is clean and centralized, you have a more complete and accurate view of each customer. This means you know their preferences, past interactions, and current needs. With this information at hand, you can create targeted marketing campaigns that speak directly to their interests.

Up-to-Date Contact Information

Centralization, validation and enrichment help make your contact information current and reliable. This means your emails, texts, direct mail, and other communications reach the right people at the right time. You avoid the pitfalls of outdated or incorrect contact details, which can lead to missed opportunities and wasted efforts.

Personalized Campaigns

Clean data allows you to segment your audience effectively. Instead of sending generic messages to everyone, you can tailor your campaigns to different customer groups based on their specific behaviors and preferences. For example, you might send special offers on maintenance services to customers who recently purchased a vehicle, while promoting trade-in deals to those who are approaching the end of their lease.

Improved Engagement

Relevant and personalized messages increase customer engagement, leading to higher click-through rates and interactions. Targeting the right customers with the right messages maximizes the value of each dollar spent, resulting in better conversion rates and a higher return on investment, ultimately driving sales and building customer loyalty.

Orbee and TransUnion TruAudience: A Data Cleansing and Enrichment Partnership

When it comes to improving data accuracy and usability, Orbee and TransUnion TruAudience Marketing Solutions offer complementary, integrated solutions designed to assist automotive dealerships maintain cleansed, enriched, and unified customer data. Our solutions tackle data management challenges like standardization, validation, enrichment, and segmentation to help dealerships optimize their marketing campaigns.

Step 1: Data Standardization and De-duplication

Standardizing formats for addresses, contact information, and customer data creates a uniform structure that makes it easier to spot inconsistencies or duplicates.

Orbee enhances this process with its Polymorphic ID Assignment, which goes beyond simply consolidating data from multiple systems. It assigns a unique identifier to each customer record across all platforms—whether from website interactions, CRM systems, or other data sources—creating a holistic and unified customer profile. This identifier adapts to various data formats and channels, ensuring that even fragmented or incomplete data points are correctly matched to the right customer.

When customer records do not directly match, Orbee leverages the power of **TransUnion TruAudience Identity Resolution**. Identity Resolution can connect records for a customer when they have disparate data, for example one record with only a phone number and another that has only an email or address. This makes it possible to remove duplicates and create a unified, unique ID when data is sparse.

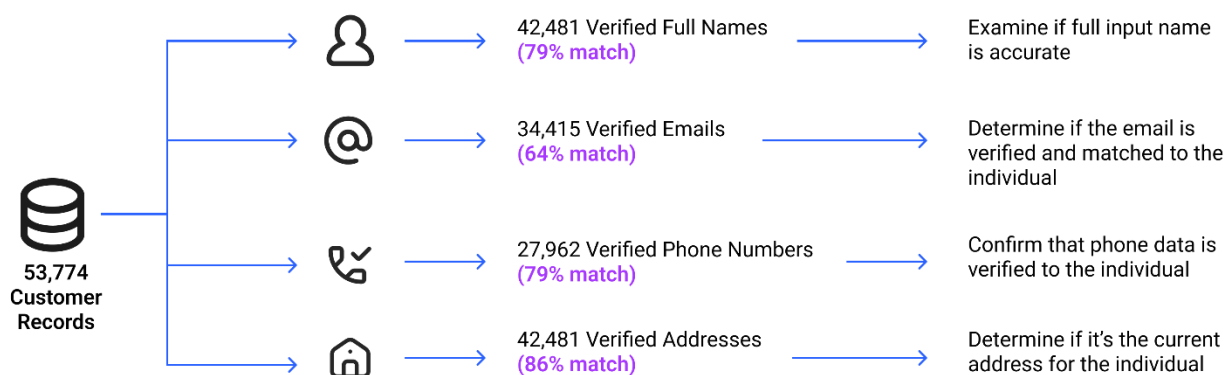| Orbee Unified Database					
Orbee ID*	CRM ID	DMS ID	First Name	Last Name	Email
101001	181084	210334	John	Smith	j.smith@example.com
101002	310789	140712	Jane	Doe	jane.doe@example.com
101003	221054	221054	Doe	Brown	doe.brown@example.com
101004	424002	410211	Emily	Johnson	em.john@example.com

Step 2: Data Health Assessment

Validating customer data is essential. This involves verifying email addresses, phone numbers, and postal addresses, ensuring all information is correct and up-to-date.

Orbee serves as the secure middleware technology that allows dealerships to seamlessly send their first-party data to TruAudience for a comprehensive Data Health Assessment. This process enables dealerships to validate can validate, cleanse, and enrich their data with the support of TruAudience's products, all while maintaining necessary data governance. Orbee and TransUnion maintain robust privacy, security, and data governance protocols to assist in protecting dealer's sensitive data while enabling them to improve data quality and consistency.

TransUnion TruAudience Data Health Assessment helps dealerships understand how much of their existing customer data is outdated, inaccurate, or missing information. This assessment generates a comprehensive report that shows exactly how much of the dealership's data is unreliable or unusable and highlights the gaps that need to be addressed. TruAudience leverages its proprietary identity graph, which includes over 1.9 billion email addresses, 2.1 billion phone numbers and other data points, to provide insight into how much of the dealership's data can be corrected and refreshed. By pinpointing these gaps, the assessment helps dealerships understand the true state of their data before they move forward with enriching their existing data.

53,774 Customer Records

42,481 Verified Full Names **(79% match)** → Examine if full input name is accurate

34,415 Verified Emails **(64% match)** → Determine if the email is verified and matched to the individual

27,962 Verified Phone Numbers **(79% match)** → Confirm that phone data is verified to the individual

42,481 Verified Addresses **(86% match)** → Determine if it's the current address for the individual

Step 3: Data Enrichment

After conducting a data health assessment, enriching data is the next step.

TransUnion TruAudience provides **Identity Appends** to enhance a dealership's first-party data with one or more data points for each field of PII, such as email address, phone number, and postal address. They can identify where you have an out-of-date or inaccurate identifier and provide an up-to-date point of contact instead. This allows dealerships to fill in gaps and improve the completeness of their customer profiles. With this valuable information, dealerships can now more effectively engage their customers with direct outreach and segment them into marketable audiences.

| Orbee Unified Database							
Orbee ID*	CRM ID	DMS ID	First Name	Last Name	Email	Phone	Address
101001	181084	210334	John	Smith	j.smith@example.com	(415) 867-5309 **(415) 917-2424**	742 Evergreen Terrace, Sprinfield, IL 62704
101002	310789	140712	Jane	Doe	janed@example.com **jane.doe@example.com**	(212) 555-0198	123 Maple Street, Springfield, IL 62704
101003	221054	221054	Doe	Brown	doe.brown@example.com	**(323) 456-7890**	**456 Oak Avenue, Smallville, KS 67524**
101005	340092	223284	Karen	Filipeli **Filippelli**	k.filippelli@example.com	**(412) 567-8901**	789 Willow Street, Springfield, IL 67789
101006	432289	323245	Pam	Beesly	**p.beesly@example.com**	(543) 210-9876	901 Magnolia Street, Springfield, IL 68975
101007	523384	123456	Rian **Ryan**	Howard	howard.r@example.com	(432) 109-8765	901 Pistachio Street, Springfield, IL 89974

Step 4: Data Segmentation

Once the data is clean and centralized, dealerships can focus on building targeted audience segments for marketing campaigns.

Orbee's audience orchestration capabilities allow dealerships to combine website behavioral data with customer records from their CRM and DMS systems to create highly relevant audience segments. By analyzing how customers interact with the dealership online and correlating this data with their purchase history or service records,

Orbee enables dealerships to understand customer intent and engagement patterns more deeply. This approach allows for more personalized and targeted messaging, such as delivering tailored offers to shoppers who have recently viewed specific vehicles or engaging with past service customers to drive retention. This personalized outreach enables marketing campaigns that are not only relevant but also highly effective in reaching the right audience.

Furthermore, **Orbee** streamlines the process by syndicating these carefully crafted audiences to the dealership's preferred advertising platforms or agencies. Now when it's time to launch campaigns, dealerships or their partners have a clean and more accurate data set at their disposal.

In this way, **Orbee** transforms fragmented customer data into actionable insights, empowering dealerships to make smarter marketing decisions that enhance customer engagement and drive tangible results.
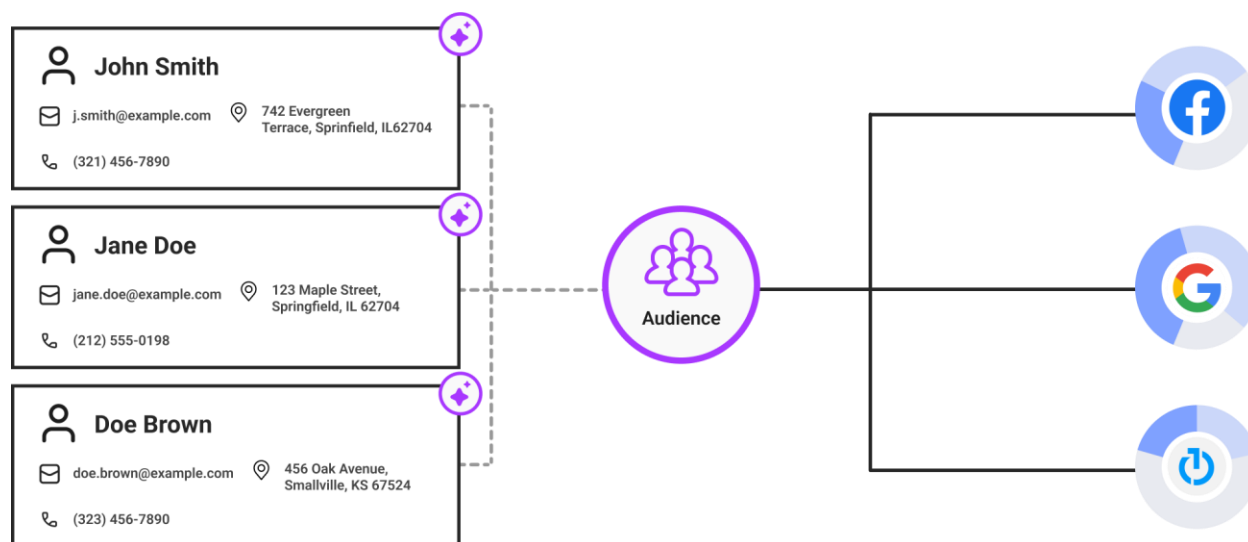
Conclusion: Start Your Data Centralization Journey Today

Dealerships **must** address the data challenges that impact their performance if they want to remain competitive in the industry. By centralizing, cleansing, and enriching their first-party data, they can fully leverage customer data, leading to more effective advertising and marketing campaigns.

Orbee and TransUnion TruAudience offer the tools and knowledge needed to help dealerships achieve this optimal data health. With Orbee's data centralization and enrichment solutions and Transunion TruAudience's data health assessment and enrichment capabilities, dealerships can take the first step toward realizing the true power of their data.

We encourage automotive dealerships to:

- Evaluate their current data management practices.
- Identify key data quality challenges.
- Consider implementing a comprehensive data cleansing solution.
- Partner with industry experts like Orbee and Transunion for guidance and support.

Taking control of your dealership's data through proper cleansing enables you to truly understand your customers and stay ahead in the evolving automotive industry.

Sign up for a Data Health Assessment today and take the first step toward becoming a data-driven dealership.

orbee.com/data-health-assessment

About ～orbee

Orbee's proprietary middleware technology powers the leading data management solutions in the automotive retail industry. Dealerships rely on Orbee's platform to centralize, enrich, and activate their first-party data, allowing them to measure marketing investments, understand shopper behaviors, and enhance customer experiences. This robust data foundation supports Orbee's suite of measurement, activation, and experience products, driving advanced analytics, personalized marketing, and regulatory compliance. Partnering with media agencies, industry vendors, and OEM programs, Orbee drives innovation and growth in the automotive retail sector.

About TransUnion

TransUnion TruAudience™ marketing solutions provide marketers, media companies and technology providers the capabilities they need to address their most pressing consumer data, audience targeting and measurement challenges.

TruAudience marketing solutions marry the expansive consumer data, advanced identity resolution, and audience building and targeting capabilities of TransUnion and Neustar into a robust and interoperable suite of privacy-first marketing solutions. Additionally, the product suite offers closed-loop marketing measurement and attribution, and credit-informed marketing solutions.

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®.

A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences and personal empowerment for hundreds of millions of people.