



BlueSky Marketing's Automotive Direct Marketing Campaigns Generate More Qualified Buyers with TransUnion's Prospects on Demand Marketing Platform

Automotive dealer clients can now identify more qualified buyers and generate higher response rates and vehicle sales

San Ramon, CA ([PRWEB](#)) December 7, 2005 -- Nationally recognized [automotive direct marketing](#) leader BlueSky Marketing has incorporated TransUnion's new Prospects on Demand campaign management technology into its credit-based direct mail campaigns to identify qualified buyers, enhance response rates and increase vehicle deliveries for its automotive dealer clients.

Prospects on Demand is a turnkey solution that gives BlueSky clients virtually direct access to TransUnion's multi-source database and advanced analytics and decisioning tools to optimize their direct mail marketing campaigns. Through the system, BlueSky can generate qualified credit lists of consumers that are ready to buy from more than 190 million prospects, without sacrificing response rates.

"Combining BlueSky's proprietary systems with TransUnion's targeted marketing technology has enabled us to acquire higher quality sub-prime customers," said Brian Hall, president of BlueSky. "With Prospects on Demand the potential is there to greatly increase marketshare while controlling marketing costs."

Incorporating TransUnion Prospects on Demand into BlueSky Marketing's [Automotive Direct Marketing](#) Programs enables automotive dealers to:

- Use historical response data to model future direct mail campaigns;
- Test different scenarios based on the buying behavior of hundreds of millions of consumers that are updated on a monthly basis; and
- Create a customized direct mail campaign using more than 450 different credit characteristics, risk scores, and demographic elements.

"Prospects on Demand is designed to give businesses, like BlueSky, the benefits of owning a proprietary database without the cost of building and maintaining one," said Terry McCafferty, executive vice president, TransUnion. "As a stand-alone platform or one that can be integrated with a customer's own systems or information, Prospects on Demand creates advantages for marketers by optimizing their direct marketing campaigns to reduce acquisition costs."

Dealers and finance companies call 1-800-BLUESKY or log onto www.BlueSkyMarketing.com to receive promotional pricing on your next [automotive direct marketing](#) campaign.

For more information about TransUnion Prospects on Demand, contact a TransUnion sales representative at (312) 985-3065.

About BlueSky Marketing Group, Inc.

BlueSky Marketing is a nationally recognized [automotive direct marketing](#) company that provides high-quality, special finance Internet leads, targeted credit-based direct mail, and specialized conversion services for its participating franchise automotive dealers. BlueSky Companies, Inc. is the parent company for BlueSky Marketing Group, Inc., an automotive direct marketing company, and BlueSky Financial Services, Inc., a



nationally licensed finance company.

About TransUnion

TransUnion is a leading global information solutions company that customers trust as a business intelligence partner and commerce facilitator. TransUnion offers a broad range of financial services that enable customers to manage risk and capitalize on market opportunities. The company uses advanced technology coupled with extensive analytical capabilities to combat fraud and facilitate credit transactions between businesses and consumers across multiple markets. Founded in 1968, Chicago-based TransUnion employs 4,100 associates that support clients in more than 30 countries. Visit us at TransUnion.com.

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