Genie Auto-Data
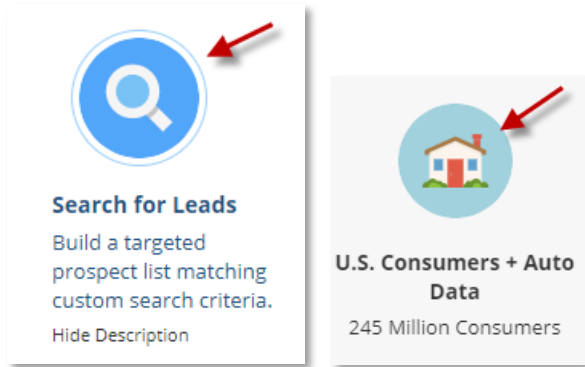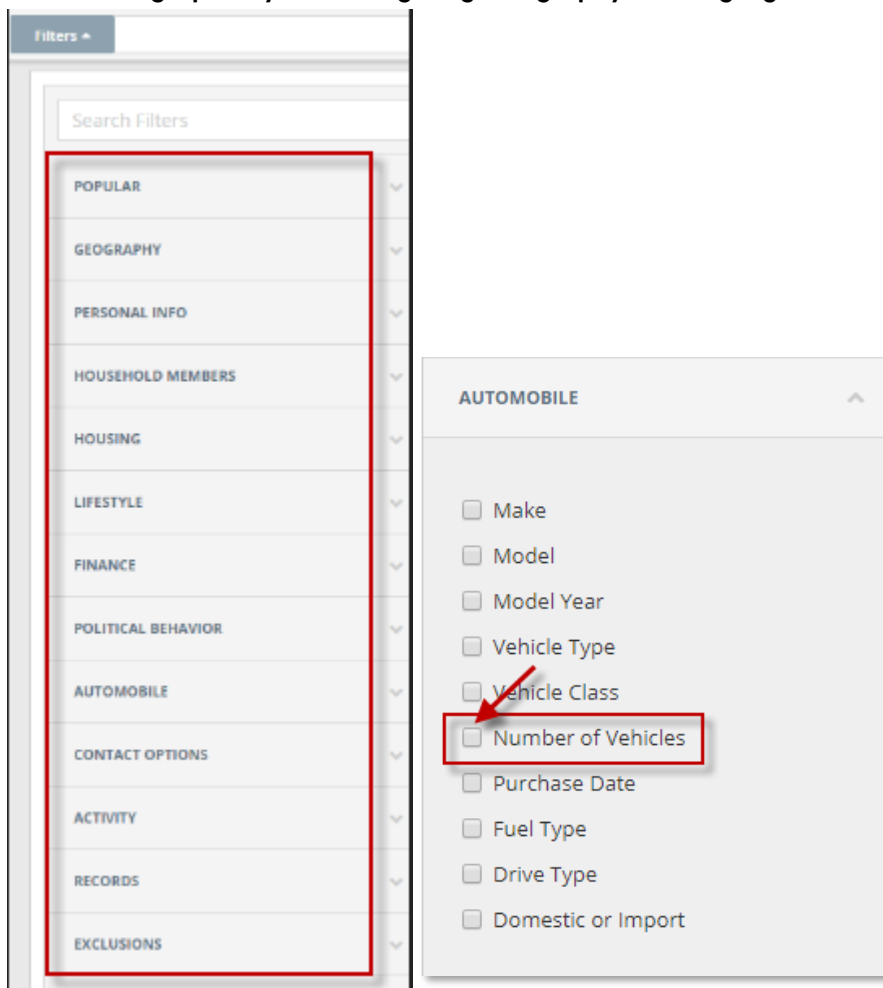
To start your Auto search, click Search for Leads, US Consumers + Auto Data to Build A List:

Search for Leads
Build a targeted prospect list matching custom search criteria.
Hide Description

U.S. Consumers + Auto Data
245 Million Consumers

You can select <u>ALL</u> filters you want on the left-hand side <u>BEFORE</u> clicking Run Search. Record counts will update immediately at the bottom of the page when selecting filters
You can view and select the auto data filters from the Automobile selection on the left along with your other demographics you are targeting, Geography, Housing, Age, Marital Status etc.

Filters

Search Filters

POPULAR

GEOGRAPHY

PERSONAL INFO

HOUSEHOLD MEMBERS

HOUSING

LIFESTYLE

FINANCE

POLITICAL BEHAVIOR

AUTOMOBILE

CONTACT OPTIONS

ACTIVITY

RECORDS

EXCLUSIONS
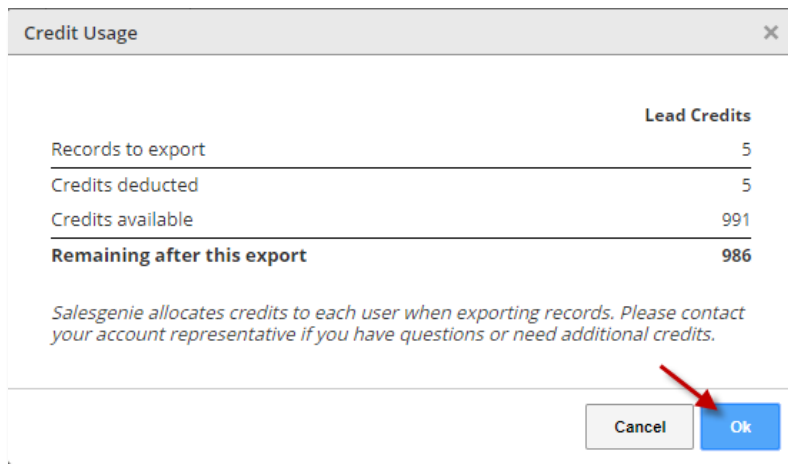
AUTOMOBILE

☐ Make
☐ Model
☐ Model Year
☐ Vehicle Type
☐ Vehicle Class
☐ Number of Vehicles
☐ Purchase Date
☐ Fuel Type
☐ Drive Type
☐ Domestic or Import

To ensure you have auto data selected, <u>EITHER</u> check the box *Only households with automobile data*-this will give you 1+ vehicles in the home <u>OR</u> select the *Number of Vehicles* desired;

**Note: Select 2-10+ for all Multi-car homes only.

Other optional selects will include:

VERY IMPORTANT- REQUIRED STEPS TO DOWNLOAD THE AUTO DATA

- **Export Icon, then choose Download**
- **Export Name**
- **Choose level of detail- Change to *Custom***
- **Saved Lists- drop down arrow and choose *Auto/Home Allstate DNS Format***
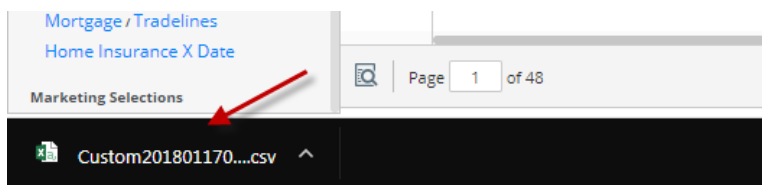- **Click *Download* (Do NOT have to *Name* the list again in bottom section)**
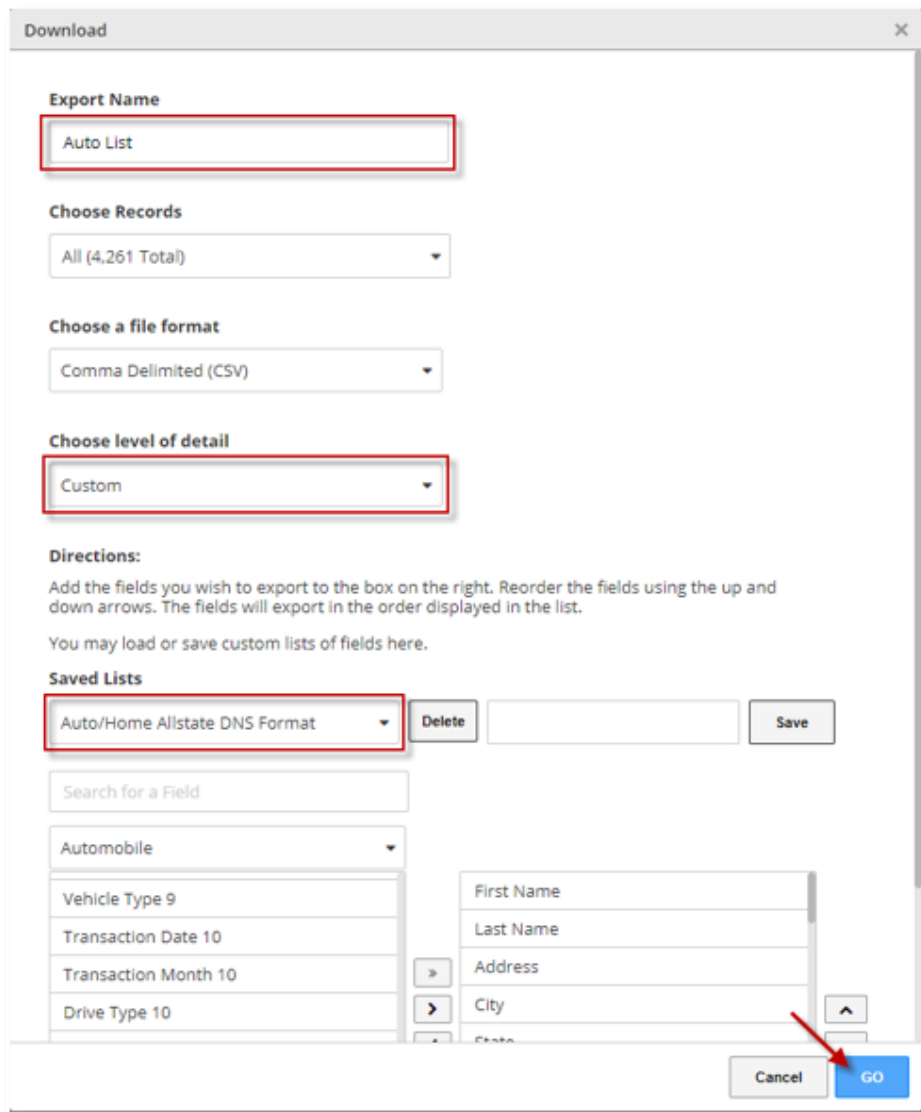
- It will show you how many credits you will be using, then click OK. Your file will pop up at the bottom of your browser to click to open it.

*Save your list and Export

FOR ADDITIONAL QUESTIONS OR ASSISTANCE VISIT OUR HELP SITE www.dataaxlegenie.com/allstate

CALL 888-870-5117

Email allstatehelp@data-axle.com