

Cox Automotive Audience Hub Overview Script

Big Data Delivers Real Money In Real Time, and That's Real Value.

Our value as the Cox Automotive family of businesses is in connecting data across the value chain for every customer. Relationships drive our success. We build trust by cultivating opportunity; we discover that opportunity by digging in to the data we collect, making real-time changes based on our findings, and optimizing relationships with our customers and consumers through enhanced user experiences. The tools we use to get this done are found in the Analytics Platform group. Here you can request access to specific tools, connect to related communities and educate your team members as you learn to use the tools we provide.

Empowering users is not just a technology shift, it's a cultural shift and that's huge.

Our Analytics Platform is designed to collect data from every business unit we support, aggregate that data into five hubs based upon the ways it can be used, and allow analysts the ability to manipulate specific data points through third party partnerships, enhancing the opportunity to extract value from the data and deliver that value to our customers. This allows business units to increase time to market and allows real-time optimization for a custom user experience for every consumer.

Breaking Down the Analytics Platform

The Analytics Platform is designed to give you insights into the massive amounts of data we collect. We have partnered with Platfora, Datameer, Informatica, Hadoop and a host of other third parties to provide the most accurate, real-time analysis. In order to extract and manipulate data, you will choose one of five Enterprise Data Hubs based on the type of data you are analyzing. These Enterprise Data Hubs, maintained within the Hadoop platform, include the following five options:

- o Audience Hub – Consolidated group of attributes and information associated with an individual consumer
- o Customer Hub – People/companies that pay Cox Automotive Businesses for Products and/or Services
- o Product Hub - Products and services representing value that could be monetized or measured by customers
- o Vehicle Hub - Consolidated group of attributes that can be associated with a vehicle through a US or Canadian VIN
- o User Hub - Individual representatives within the B2B relationships with Cox Automotive companies

Specifically designed for self-service use by analysts, this platform allows you to ingest, manipulate and visualize data to support specific initiatives by individual business units.

Audience Hub Allows Real-Time Enhancements, Customized User Experiences and Increases Bottom Line for Every Customer

Audience Hub is the container for consumer-related data. Data within Audience Hub allows us to create and tailor products for our customers and better engage with our consumers. Audience data includes information gathered from our consumer sites at Cox Automotive, including Kelly Blue Book, Autotrader, RMS and vinSolutions, for example, as well as 3rd party sites like Adobe, Google and Moat.

Step-by-step Access

To get a view of the consumer data sets and sources that currently exist within Audience Hub, access the Data Asset Inventory on Box.

Here you are able to view the source of the data, data description, update frequency, owning business unit in addition to other details to confirm that the data you need is available. Data is ingested into the Hadoop platform on a regular basis, approximately every two weeks. Data you are looking for may not be currently available but may be on the list for ingestion in the near future. Work with your Data Services representative to determine the timing and prioritization based on your needs.

Education

Through our Fuel site you have access to online courses on a variety of topics including - big data, analytics and tools – both as it applies to Cox Automotive and the industry in general within the Analytics Platform. You can find this information available under EDUCATE. Look for live training sessions offered as platform and program updates become available. Follow the Audience Hub and Analytics Platform group for regular updates.

It's Not Just What You Know, But How You Use It! Keep Your Team In the Know Through Virtual Conversations

As you continue to work with the data in Hadoop and the tools within the Analytics Platform, you may have some feedback or general questions. Your questions may relate to projects or work completed with Audience Hub data or the need for guidance on a particular tool. If so, you are still in the right place. We have created Forums just for YOU. This will help to drive communication and collaboration across project teams and with the Technology team.

Access the Forums

These forums are accessible via the 'Projects' link on the top navigation bar. Cross-team collaboration between analysts on consumer data takes place in the Audience Hub User Forum. For technical details and questions specific to Analytics Platform use the Analytics Platform. For technical details and questions specific to Hadoop or the tools, use the Analytics Platform.

Once within a forum you can easily read and add comments, documents and other pertinent information. However, please note you must be a member of the parent group to participate. That said, it is in your best interest to become a member of this Audience Hub & Analytics Platform Fuel group. Remember, this group, including forums, is for you! Ask questions, make recommendations and tell us what more we can provide.

Closing / Action

The Frequently Asked Questions page is continuously monitored and updated based upon what we hear from you. If you have a question, check to see if it has already been answered. If not, please submit via the Forums or send an email via Contact Us. Remember to join and follow this group to remain in the know on new classes and updates to Audience Hub and the Analytics Platform where we EDUCATE, EMPOWER and ENGAGE the Cox Automotive Analyst community.