



# Incentive Verification Service

Minimize fraudulent use of incentives for new car purchases

Clients of IHS Markit's Incentive Verification Service have saved millions by reducing fraudulent incentives use.

How often are incentives that are applied to new car sales not valid? Misused incentives can cost automakers millions of dollars each year. IHS Markit's Incentive Verification Service enables customers to more efficiently and accurately identify fraudulent use of incentives.

The Incentive Verification Service confirms ownership of qualifying vehicles and validates transactions for the applied incentive. Our best-in-class matching logic and subsecond response times enable dealerships to minimize efforts while ensuring accuracy for incentive verification. Available for both fraud prevention and auditing purposes, the service verifies:

- Conquest—confirms that people who switch from a specific competitor brand actually own said brand
- Loyalty—makes sure the buyer is a repeat customer
- Military—verifies service
- Education—ascertains attendance and accreditation at an institution
- And more

Powered by IHS Markit's Polk Database of new and used vehicle registrations, the Incentive Verification Service ensures specific enticement offers are being applied to the right vehicles and the right people.

“We **save \$15 million a year** by preventing incentive misuse alone!”

“We were able to **reallocate resources** that were previously dedicated to manual auditing efforts.”

“Our company has seen more than a **50% improved match rate** with IHS Markit versus the competition.”

## How it works

Available both pre- and post-sale for fraud prevention and auditing purposes, respectively, the auto maker leverages the Incentive Verification Service both at the dealership level to pre-screen and after the vehicle is sold in a dealer audit. For pre-sale verification, OEMs typically integrate the web service into the DMS system to enable dealers to submit customer information through the portal.

## Benefits

- Automakers minimize the misuse of incentives
- Dealers save time and resources by eliminating a manual review of deals
- Increased accuracy—feedback from customers who have tested competitive solutions cites the IHS Markit Incentive Verification Service to be 50% more accurate
- Speed—real-time web service delivers results in milliseconds
- Comprehensive—supporting Conquest, Loyalty, Military, Education, and more, removing the need to collect and audit sensitive documentation

This service is available for automakers across the United States.

For more information [www.ihsmarkit.com/automotive](http://www.ihsmarkit.com/automotive)

### CUSTOMER CARE AMERICAS

**T** +1 800 447 2273  
+1 303 858-6187 (Outside US/Canada)

### CUSTOMER CARE EUROPE, MIDDLE EAST, AFRICA

**T** +44 1344 328 300

### CUSTOMER CARE ASIA PACIFIC

**T** +604 291 3600

**E** [CustomerCare@ihsmarkit.com](mailto:CustomerCare@ihsmarkit.com)

## Automotive solutions from IHS Markit

IHS Markit (Nasdaq: INFO) is the automotive industry’s leading source for market-wide insight, expertise and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world’s leading OEMs, suppliers and their transportation partners rely on IHS Markit to power growth, improve efficiency and drive a sustainable competitive advantage.

Automotive offerings and expertise at IHS Markit span every major market and the entire automotive value chain—from product planning to marketing, sales and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit’s information and analytics powerhouse that includes more than 12,000 colleagues in 150 countries, covering energy, chemical, aerospace and defense, maritime, financial, technology, media and telecommunications. For additional information, please visit [www.ihsmarkit.com](http://www.ihsmarkit.com) or email [automotive@ihsmarkit.com](mailto:automotive@ihsmarkit.com)