What is EDA and who uses it?

EDA aggregates decades of verified financing data to help businesses locate prospects, understand market share, and make informed decisions. EDA is used by manufacturers, dealers, lenders, and aftermarket providers who rely on accurate data to guide sales, marketing, and growth strategies.

What industries does EDA serve?

EDA provides insight across agriculture, construction, lift trucks, logging, machine tools, office equipment, printing, trucking, and woodworking.

What makes EDA different from other data sources?

EDA offers more than 30 years of finance history, cleansed and augmented UCC-1 records, predictive modeling, and the only platform with actual financing data on equipment.

Why does this data matter?

EDA data drives multi-million-dollar business decisions. It is relied upon to launch products, plan territories, assess credit, and guide strategy—insight that cannot be found anywhere else.

What is EDA IndustryInsights?

Understand how and where buyers have been spending their money to determine the scope of consumer spending, project growth for a product line, or identify the signs of a future downturn.

What is the Prospect Profile and how does it work?

The Prospect Profile provides detailed insights to help you qualify prospects and tailor your sales approach. Learn key information such as their next purchasing cycle, current equipment ownership, and who to contact.

Can we integrate this data into our CRM?

Yes, an EDA Data Integration Package allows you to access key EDA data in your CRM.