

Give yourself the EDA advantage

Strategic manufacturers, lenders, and dealers depend on EDA to guide their business, improve ROI, and locate qualified prospects. Our robust platform of smart data enables you to identify regional hotspots, competitor market share, and growth trends.



Who uses EDA?

Manufacturers

EDA provides manufacturers insight to guide market decisions. Whether you are using our data to focus on individual buyers of the exact equipment you manufacture, determine and execute marketing strategies, or find service opportunities in your dealer's markets, EDA provides you with everything you need to increase your market share and support your dealerships' growth.

Lenders

Equipment industry lenders use EDA to shape business strategies, improve ROI, and identify qualified prospects. With EDA you can pinpoint actionable new lending opportunities, anticipate buyers' finance, and lease cycles, and track finance activity on top borrowers and prospects.

Dealers

For dealers, EDA delivers customer specifics, including names, addresses, make, model, and serial number of financed equipment. It also gives you insights by uncovering regional Hotspots and hidden opportunities in your AOR. With EDA's powerful data, you can focus on buyers of the exact equipment you sell, know which competing dealers are selling in your AOR, and get alerts when buyers purchase equipment you service.

Aftermarket

With EDA's both up-to-the-minute and historical data, you will know which prospects are prime candidates for wear-part replacements and service. You can use EDA to pinpoint owners of the OEM equipment you compliment and know which prospects to call and when. You can also find soft spots in the market to monitor changes in brand market share and know which brands and equipment types are growing.

What industries does EDA serve?

No one gives you insight into your capital equipment industry like EDA. Decades of experience aggregating equipment purchasing data means we can help you identify trends, determine market share, and best of all find new customers.

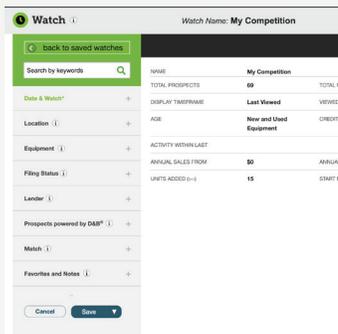
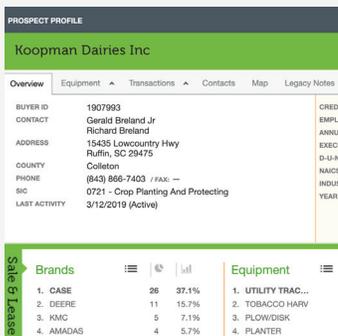
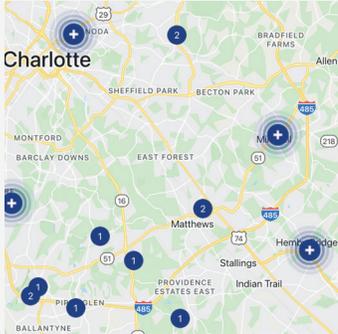
25,400,000 + Units

6,300,000 + Prospects

9 Industries

- Agriculture
- Construction
- Lift Trucks
- Logging
- Machine Tools
- Office Equipment
- Printing
- Trucking
- Woodworking

Key features & tools



SEARCH

The SEARCH tool gives you the power to find and save lists of prospects based on 25+ filters, including location, equipment owned, and equipment brand.

- **Market Share Reports:** Each search you create instantly generates market share reports by brand, model, and equipment.
- **Map Prospects Instantly:** Plot search results by equipment count or view regional populations to identify hot spots.
- **Match Your List:** Upload your house list or an event attendees list and match it to our database of prospects.

Prospect Profile

The Prospect Profile gives you all the details you need about a prospect to qualify them and to sharpen your sales approach.

- **Find Equipment Preference:** Reveal a prospect's brand preferences and the types of equipment they have financed.
- **Discover Purchasing Behavior:** Find purchasing patterns so you can know when a prospect is likely to buy again.
- **Uncover Contact Information:** Contact information and Route Planner allow you to discover main points of contact and plan efficient visits to multiple prospects.

EDA Watch

The Watch tool allows you to set up alerts for new equipment financed or when a prospect has equipment that needs replacing.

- **Watch Your Customers:** Know when a customer buys a different brand or buys from someone else, so you can be proactive in retaining them.
- **Watch Your Competitors:** If a conquest account is gearing up for a big project or starts switching brands, you can be the first to know.
- **Watch Equipment Milestones:** Get alerts when equipment financing is expiring or when equipment is up for replacement parts or service.

Find out how EDA turns data into leads

Learn more at edadata.com or call us at 844-553-8138.

