



Automotive Perspectives

AUDIENCES

Automotive audience choices are key to ever-changing strategies

Today's OEM marketers, agencies, and large dealer groups are moving fast—quickly developing marketing campaigns that drive vehicle launches, loyalty, conquest, service campaigns, and more. Their strategies are constantly changing and rapidly shifting, but connecting with the most receptive target audience is always critical for campaign success. Having real-time access to a wide variety of easy-to-use, precise audiences saves time by enabling marketers to quickly and accurately target the most interested consumers on the right channel with the right message.

"Target messages based on predictive ownership or the likelihood of being in-market within the next six months."

Experian Auto Audiences are ready to use across all channels. They enable marketers to target their message based on predictive ownership or the likelihood of being in-market within the next six months. Marketers can further target based on dimensions such as body style, make, make and model, vehicle price, vehicle age, vehicle purchase date, fuel type, and more. In addition, we continually add and optimize models and audiences based on auto market trends and client needs.

From our perspective, there is tremendous value in choosing audiences from an automotive industry specialist like Experian. Having a wide variety of auto audiences to choose from offers marketers the flexibility to combine demographic, behavioral, and ownership data resources to create hundreds of highly predictive, privacy-safe audiences.

Why Experian Audiences are unique

Experian has a unique advantage over other providers by offering the most robust combination of primary-source data assets under one roof. We provide insight from our North American Vehicle DatabaseSM of more than 900 million historical and current vehicles in the U.S., derived from vehicle and title and registration data.

With our industry-leading ConsumerViewSM marketing database of 300 million consumers and 125 million households, Experian offers an abundance of audiences for any marketing automotive need.

You'll have:

- The ability to easily select, and target audiences based on contextual information about the consumer like vehicle ownership or intent characteristics
- Choose audience models built with deterministic vehicle ownership, lifestyle, and demographic data to create unique algorithms specific to the audience selected
- Increase efficiency of targeting across all marketing channels



Experian data sources

North American Vehicle Database

- 900 million+ U.S. vehicles
- 330 million+ U.S. and 30 million+ Canadian vehicles in operation
- 15 billion+ vehicle history records
- 400 million+ title brands

Experian's ConsumerView Database:

- 300 million+ consumers
- 125 million+ households
- 1,500+ individual and household level attributes
- 2,500+ geographic attributes



Five audience delivery options to fit any marketing strategy



1

SYNDICATED

Syndicated audiences are readily available and on the shelf of most trusted platforms. Experian has more than 600 syndicated auto audiences that are privacy-safe and built using advanced data science and the most comprehensive auto and consumer data available.

These syndicated audiences are ready to use across all channels and provide predictive ownership data, including in-market by body style, make, make and model, fuel type, vehicle price, vehicle age, and more for consumers planning to buy in the next six months.

In-Market Auto Audiences

- Using Experian in-market Auto Audiences to target likely buyers increases new vehicle buy rate 3X to as much as 20X versus non-targeted geographic messaging
- Targeting in-market audiences by the specific brand can drive dramatically higher new vehicle purchase rates of that brand by the target audience

FOR EXAMPLE: A marketer wants to create an impression about their product with people driving a specific vehicle type, or they want to advertise to consumers that are in-market to purchase a particular make and model or an alternative fuel vehicle.

Data scientists create these audiences to reflect the most requested and highest performing segments. Experian works with virtually every platform, demand management platform (DMP), demand-side platform (DSP) in the digital, social, and TV ecosystem. As a leader in linkage services, our audiences are available on many online, social, digital, and addressable television destinations based on direct matches between the media platform and Experian.

2

SEMI-CUSTOM

Marketers can combine any of Experian's Syndicated audiences to quickly build hundreds of unique audiences to meet specific needs. Our audience management platform lets users quickly create custom audiences, launch addressable, cross-channel campaigns, and allows them to measure their return on advertising spend through closed-loop analytics.

With this semi-custom solution, users can build unique target audiences and user bases and quickly deliver the audience to their desired platform or seat. Our strong, direct connections in the digital marketing ecosystem enable us to build an audience and deliver it within 48 hours.

FOR EXAMPLE: A marketer can look for consumers in-market to purchase a used SUV or CUV that is less than five years old and also likely owns a competitive brand today. Or they can find a consumer audience of in-market consumers that are more likely to lease a sports car with a vehicle shopping price of \$50K-\$75K.

FOR EXAMPLE: Perhaps a marketer has an upcoming Hybrid/Electric Vehicle launch and would like to target a specific set of consumers who look like current or similar owners who have purchased a select group of makes or models.

3

ON-DEMAND

Experian will create On- Demand audiences for marketers who need a specific segment built for a unique situation/ need. Our data analysts will create exclusive segments compiled from data sets modeled and stored at Experian. This data is readily available so that audiences can be built quickly.

4

PREMIUM

Premium audiences are unique in the auto industry, based on Experian's ability to leverage many data resources and insights. We offer marketers insights of vehicle ownership and buying patterns coupled with financial insights into lease and loan timing and equity positioning

Premium audiences are highly precise while remaining privacy-safe to help marketers connect with consumers that are highly likely to convert—including off-lease, in-equity, and end-of-term. You'll know precisely who's in-market and how to reach them before your competitors do. You choose who you want to target; we build it and deliver it within 48 hours.

FOR EXAMPLE: Marketers can build an audience to target customers coming off-lease based on specific make and model criteria. For instance, they could build a Honda Accord off-lease audience.

FOR EXAMPLE: A marketer wants to move in a new direction in the market but isn't sure where to begin or where it may be most lucrative. A complete analysis can be completed to study the market, identify consumer segments, and uncover promising new audiences.

5

CUSTOM

Custom audiences are focused on unique needs and specific customer markets. These audiences are built using first-party data combined with Experian's vast data resources. Creating a custom audience includes a consultative analysis with one of our data scientists, who analyze insights regarding a brand's customer base and/or targeted audience.

In closing

Having access to highly precise audiences is critical to any automotive marketing strategy. The Experian Marketing Engine™ helps advertisers, agencies, and platforms identify the right audience, uncover the most appropriate communication channels, develop messages that resonate, and measure marketing effectiveness with its robust Audiences.

Going forward

To learn more about the full suite of Experian Marketing Engine solutions, visit us at www.experian.com/automotive/marketing



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11/22 • 1151-AUTO