Automotive in Market
Reach car buyers with confidence
Gain access to 75% of all daily vehicle sales data* and rest assured the audience you need is the one you’ll reach.

Experian Marketing Services’ Auto Prospect Models leverage insight from Experian’s National Vehicle database, which contains information on more than 700 million vehicles in the United States including information on title registrations, mileage readings and key vehicle events.

We’ve then applied the models to our world-renowned marketing database, ConsumerViewSM, and scored more than 126 million households to determine their readiness for a vehicle purchase.

Combining these data sets means that you’ll have the confidence to power more precise targeting and messaging initiatives and run high performance campaigns.

Each syndicated, off-the-shelf Auto Purchase Model identifies consumers that are up to 15 times more likely to be in-market for a specific vehicle or type of vehicle in the next 6 months.

Don’t see the audience you’re looking for? We can also create customized models to address the exact consumer you’re looking to reach.

Built from the National Vehicle Database with:
- 709 million actual registered vehicles
- 32 analytical models
- 390 vehicle models represented
Auto Purchase Model Targets
Target your best audience based on their likelihood to be in-market for the following types of cars in the next 6 months

Vehicle - Age
- Used vehicle
  - 0-5 years old
  - 6-10 years old
  - 11+ years old
- New vehicle
  - 0-5 years old
  - 6-10 years old
  - 11+ years old

Vehicle body styles and makes
- Economy Car – Import
  Vehicle make examples include (number of distinct models): Mazda (1), Mitsubishi (1), Scion (3), Volkswagen (1)

- Full Size Van
  Vehicle make examples include (number of distinct models): Chevrolet (5), GMC (3), Mercedes-Benz (2)

- Hybrid Car/Truck
  Vehicle make examples include (number of distinct models): Chevrolet (2), Honda (4), Lexus (5), Nissan (2), Saturn (1), Toyota (3), Cadillac (1), Chevrolet (2), Ford (1), GMC (1), Lexus (2), Mercury (1), Saturn (1)

- Luxury Car – Domestic
  Vehicle make examples include (number of distinct models): Cadillac (4), Lincoln (3)

- Luxury Car – European
  Vehicle make examples include (number of distinct models): Audi (9), Saab (2), Volvo (4)

- Luxury Car Import – Standard/Upper
  Vehicle make examples include (number of distinct models): Acura (2), BMW (8), Hyundai (1), Infiniti (8), Jaguar (2), Lexus (8), Mercedes-Benz (4), Porsche (1)

- Luxury CUV – Import
  Vehicle make examples include (number of distinct models): BMW (3), Infiniti (4), Land Rover (2), Lexus (1), Mercedes-Benz (2), Porsche (1)

- Luxury SUV – Domestic/Import
  Vehicle make examples include (number of distinct models): Acura (3), Buick (2), Cadillac (4), Infiniti (1), Land Rover (2), Lincoln (4), Mercedes-Benz (3)

- Mid-Range Car – European
  Vehicle make examples include (number of distinct models): Audi (3), Volkswagen (6), Volvo (3)

- Mid-Range Car Basic (Domestic/Import)
  Vehicle make examples include (number of distinct models): Audi (3), Hyundai (3), Kia (3), Suzuki (1), Volkswagen (6), Volvo (3)

- Mid-Range Car Sporty (Domestic)
  Vehicle make examples include (number of distinct models): Pontiac (4), Saturn (1)

- Mid-Range Car Standard/Upper (Domestic/Import)
  Vehicles examples category include: Buick (4), Chevrolet (2), Honda (2), Mazda (1), Nissan (2), Subaru (4), Toyota (3)

- Mini Van – Standard/Upper
  Vehicle make examples include (number of distinct models): Buick (1), Chevrolet (1), Chrysler (1), Dodge (2), Honda (1), Hyundai (1), Kia (1), Mazda (1), Nissan (1), Saturn (1), Toyota (1), Volkswagen (1)
Vehicle body styles and makes continued

- **Pickup – Domestic/Import**
  Vehicle make examples include (number of distinct models): Chevrolet (2), GMC (4), Honda (1), Isuzu (1), Lincoln (1), Mazda (1), Mitsubishi (1), Nissan (2), Suzuki (1), Toyota (3)

- **Small Car – Standard**
  Vehicle make examples include (number of distinct models): Chevrolet (4)

- **Sports Car**
  Vehicle make examples include (number of distinct models): Acura (1), Audi (3), BMW (1)

- **SUV - European**
  Vehicle make examples include (number of distinct models): Audi (2), Saab (1), Volkswagen (2), Volvo (3)

- **SUV Basic (Domestic/Import)**
  Vehicle make examples include (number of distinct models): Chrysler (2), Dodge (3), Hyundai (1), Jeep (1),

- **SUV Large (Domestic/Import)**
  Vehicle make examples include (number of distinct models): Chevrolet (2), Saturn (1)

- **SUV import – Upper**
  Vehicle make examples include (number of distinct models): Honda (2), Hyundai (1), Mazda (1), Nissan (1), Toyota (2)

- **SUV Standard (Domestic/Import)**
  Vehicle make examples include (number of distinct models): Chevrolet (3), Ford (7), GMC (1), Mercury (2), Pontiac (1), Saturn (1), Honda (2), Mazda (2), Mitsubishi (2), Nissan (5), Toyota (3)

- **Upscale Elite**
  Vehicle make examples include (number of distinct models): Aston Martin (3), Tesla (2)
Create your audience for addressable, cross-channel marketing

There are infinite data combinations and selections Experian Marketing Services can help you with for optimal audience targeting. Using our comprehensive inventory of data, we can find even the most unusual of audiences to help you connect your advertisers with new prospects. From demographics to behavioral and psychographic information, we draw on a massive base of knowledge accumulated during five decades in business. Our audience segments are powered by our industry-leading compiled consumer database — ConsumerView™ — and we maintain a wealth of information about consumers and how they make buying decisions. Our national database uses state-of-the-art technology, unique build methodology, and vast data sources with online linkages to deliver a superior database that addresses the sophisticated needs of today’s multichannel marketer.

Ask your Experian representative today how you can start using Experian and first party data to fuel campaigns across channels and publishers.

How leading marketers use Experian’s inventory of addressable data attributes to build custom audiences:

- **Retain and acquire new customers:** Improved audience targeting precision using first and third-party data in combination with predictive data attributes to confirm ability to purchase and propensity models that predict likelihood to buy

- **Extend reach:** Through OmniActivation™, we can activate your audience for one-to-one addressable advertising across channels. Deliver efficient, engaging, cross-channel advertising strategy using the best message wherever a prospect or customer might be

Contact us

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