



EXPERIAN AUTOMOTIVE

# Experian Automotive and The Trade Desk

Partnering to turn automotive  
data insights into advertising action.





# Car Audience Insights



What do we know about new, retail car registrations and the consumers who are in-market to buy them?



## New, Retail Individual Registrations in Q4 2024



**15.6M** New, Retail Registrations



**18.4%** of New, Retail Registrations are Cars

## Attributes of In-Market Buyers

- Top Web Content Preferences
- Frequented Websites / Apps
- Top CTV Sellers
- Top Audio Sellers
- Channel Distribution Snapshot

# R12 New Retail Car Individual Registrations

Cars includes all sports cars and passenger cars; convertibles, coupes, sedans and hatchbacks.

**18.43%**

of all new, retail registrations  
were for cars

**2.3M+**

New, Retail Cars Registrations

## Top 5 Make Market Share %

Toyota	<b>21.61%</b>
Honda	<b>16.52%</b>
Nissan	<b>8.55%</b>
Hyundai	<b>7.31%</b>
Kia	<b>6.91%</b>



# Reach the In-Market for Car Audience with a Consolidated, Omnichannel Strategy

## Top Web Content Preferences



Home &  
Garden



Computers &  
Technology



Public Health



Pet

## Channel/Device Snapshot for In-Market Audience

**72%** impressions delivered on CTV

**19%** impressions delivered on Display

**22** different CTV sellers make up 95% of CTV impressions

## Top 5 Model Market Share Data

New Retail Individual Car Registrations

Toyota Camry	10.49%
Honda Civic	10.06%
Toyota Corolla	7.94%
Honda Accord	6.45%
Tesla Model 3	6.36%

### Tesla Model 3

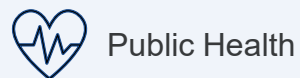
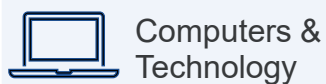
is the market share leader for New, Retail EV Car registrations in the last 12 months.

# Open Internet Snapshot of the In-Market Audience for Cars

In-Market for  
Cars



## Top Web Content Preferences



## Frequented Websites/Apps



22 unique CTV sellers make up  
**95%** of CTV impressions

Top CTV Seller Examples:

Paramount+

Roku



Top Audio Seller Examples:

iHeartRADIO

pandora



## Channel Distribution Snapshot

72% CTV

19% Display

7% Video

1% Native

1% Audio



# Summary

Partnering to turn automotive data insights into advertising action.

## Our Partnership

The Trade Desk is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices cross the open internet on channels including audio, digital out of home, mobile, display and Connected TV. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit [thetradedesk.com](https://thetradedesk.com)

Experian Automotive and The Trade Desk are committed to developing solutions that balance advertiser needs with consumer privacy. The Trade Desk's clients can now access over 2,400 syndicated audiences across eight verticals, including over 750 audiences by make, model, make & model, fuel type, price, vehicle age and more.

## Going forward

To get access to the latest Experian Automotive Consumer Trends Quarterly Reports, visit us at: [www.experian.com/automotive/auto-consumer-trends-form](https://www.experian.com/automotive/auto-consumer-trends-form). To learn more about Experian's marketing products and services, contact your local Experian sales representative today or call 888 409 2204.



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