



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.



Electric Vehicle Audience Insights



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



New, Retail Individual Registrations in 2024



**15.5M New, Retail
Registrations**



**8.7% New, Retail
Registrations are EVs**

Attributes of In-Market Buyers

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

2024 New Retail Individual Registrations For Electric Vehicles

8.7%

of all new, retail registrations were
for electric vehicles

1M+

Electric Vehicle Registrations

Top 5 Make Market Share %

Tesla	55.2%
Ford	5.6%
Hyundai	5.0%
BMW	4.4%
Rivian	3.6%

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

Top Web Content Preferences



Food &
Drink



Shopping



Consumer
Reviews



Real Estate
News

Channel/Device Snapshot for In-Market Audience

70% impressions delivered on CTV

18% impressions delivered on Mobile devices

21 different CTV sellers make up 95% of CTV impressions



Top 5 Model Market Share Data

New Retail Individual Electric Vehicle Registrations

Tesla Model Y	36.3%
Tesla Model 3	13.6%
Ford Mustang Mach-E	3.6%
Hyundai IONIQ 5	3.1%
Volkswagen ID.4	2.9%

Rivian R1S

is a close #6 with 2.8% market share

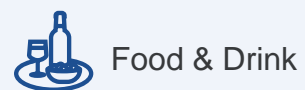


Open Internet Snapshot of the In-Market Audience for Electric Vehicles



In-Market for
EVs

Top Web Content Preferences



Food & Drink



Shopping



Consumer
Reviews



Real Estate
News

Frequented Websites/Apps

 CBS SPORTS



21 unique CTV
sellers make up
95% of CTV
impressions

Top CTV Seller Examples:

Paramount+



Top Audio Seller Examples:



Channel Distribution Snapshot

70% CTV

14% Mobile

7% Display

4% Mobile Video

2% Video

1% Native

1% Audio

Source: TTD Platform data, US, July-Sept 2024

Audiences powered by Experian

Summary

Partnering together 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

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. 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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