

# Experian Marketing Engine™ Auto Audiences

Syndicated Experian Auto Audiences for automotive marketers



## Built from Experian's North American Vehicle Database<sup>sM</sup> with

**+900m**Registered vehicles

More than **750** analytical models

**126m** Households

### **SYNDICATED**

Syndicated audiences are readily available and on the shelf of most trusted platforms. Experian has more than 750 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.

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.

### 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.

## Different types of Auto Audiences available:

### **Syndicated**

More than 750 Audiences by make, model, make & model, price, vehicle.

### Virtually on demand

Based on historically successful categories

### Semi-custom

Combine syndicated audiences with 1000+ lifestyle, demographic, pshychographic, financial and auto.

### 48-hour delivery time

Improved results

### **On-Demand**

Look alike audiences, allow your team to create unique audiences using modeled data sets.

### On-demand

Example: Custom group of makes and models.

### **Premium**

Targeted owners of vehicles who will be off-lease, off-loan and/or in positive equity.

Make, top 5 models and all vehicle classes

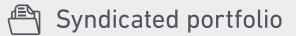
Best-in-class results

### Custom

Study and leverage your 1st party data with Experian's data to build models specific to your needs.

## Full custom engagement

Unique to your needs and markets



### **IN-MARKET**

Consumers in-market for a vehicle purchase in 180 days in the following audience segments:

Land Rover®

Mercedes-Benz®

Kia®

Lexus®

Lincoln®

Mazda®

MINI®

Mitsubishi®

Nissan®

RAM®

Tesla®

Volvo®

Electric

Lexus®

Lincoln®

Mazda®

Mercury®

Mercedes-Benz®

Electric Luxury

Electric CUV SUV

Porsche®

Subaru®

Toyota®

Volkswagen®

Car

Compact

Compact or subcompact

Compact truck Crossover CUV

Exotic

Full-size car

Full-size SUV

Full-size truck

Full-size van HD pickup

Luxury car

Luxury compact

Luxury CUV Luxury SUV

Mid-size car

Mid-size truck

Minivan

Small or mid-size SUV

Sports car SUV

SUV or CUV

Truck

Van or minivan

Used: Luxury

Used: SUV Used: Truck

Used: Van

### In-market make

Acura® Alfa Romeo®

Audi® BMW®

Buick® Cadillac®

Chevrolet® Chrvsler® Dodge®

Ford® Genesis® GMC® Honda® Hyundai®

Infiniti® Jaguar®

Plus: Used by Make Jeep®

Likely segment switchers to **CUV SUV** PHEV

HD Pickup Pickup Van

Alt Fuel

### In-market lease

In-market lease In-market luxury lease

In-market non-luxury Lease

### Vehicle shopping price

<\$20K

\$20K-\$30K \$30K-\$40K

\$40K-\$50K \$50K-\$75K

\$75K+

### In-market new / used

New vehicle Usedvehicle

Used < 5 year old vehicle Used 5+ year old vehicle

### In-market make-model

190+ audiences on make and model level

Alt fuel car Alt Fuel Car Alt Fuel CUV SUV Alt Fuel Electric

Alt Fuel Hybrid Alt Fuel Truck Electric Car

Electric CUV SUV Electric Luxury

Electric Non-Luxury Used Alt Fuel

Used Electric Used Hybrid

Used PHEV Used Alt Fuel Car Used Alt Fuel CUV SUV Used Alt Fuel Luxury

Used Alt Fuel Non-Luxury MPG Conscious Buyers

### **OWNER**

Likely vehicle owners in the following audience segments:

### Body style

Car

Compact Compact or subcompact

Compact pickup Crossover CUV

Exotic Full-size car Full-size SUV

Full-size truck Full-size van

HD pickup Luxury car Luxury compact

Luxury CUV Luxury SUV Mid-size car

Mid-size truck Minivan

Small or mid-size SUV

Sports car SUV SUV or CUV

Truck

Van or minivan

### Owned make

Acura® Alfa Romeo® Audi® BMW®

Buick® Cadillac® Chevrolet® Chrysler®

Dodge® Fiat® Ford® Genesis® GMC®

Honda® Hvundai® Infiniti®

MINI® Mitsubishi® Nissan® Pontiac® Porsche® RAM® Scion® Subaru® Suzuki® Tesla® Toyota® Jaguar® Volkswagen® Jeep® Volvo® Plus: Used by Make

Land Rover®

Likely segment switched to

Alt fuel Ford® GM® Flectric PHEV Honda® CUV SUV Jeep® HD pickup Nissan® Luxury Ram® Pickup Toyota® Van

### Vehicle age

0-5 years old 6-10 years old 11+ years old

### Vehicle purchase

0-6 months 7-12 months 13-24 months 25-36 months 37-48 months 48+ months

New Car 0-12 months New Truck 0-12 months New HD Pickup 0-12 months Used Car 0-12 months Used Truck 0-12 months Used HD Pickup 0-12 months

### Owner make-model

280+ audiences on make and model level

### **Fuel**

Alt Fuel Car Alt Fuel CUV SUV Alt Fuel Electric Alt Fuel Hybrid Alt Fuel PHEV Alt Fuel Truck Electric CUV SUV Electric Car Electric Luxury Electric Non-Luxury

MPG Conscious

