

# Experian Marketing Engine™ Auto Audiences

Syndicated Experian Auto Audiences for automotive marketers

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# 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, psychographic, 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



# Syndicated portfolio

## IN-MARKET

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

| Body style            | In-market make | In-market lease               | Fuel                     |
|-----------------------|----------------|-------------------------------|--------------------------|
| Car                   | Acura®         | In-market lease               | Alt fuel car             |
| Compact               | Alfa Romeo®    | In-market luxury lease        | Alt Fuel Car             |
| Compact or subcompact | Audi®          | In-market non-luxury Lease    | Alt Fuel CUV SUV         |
| Compact truck         | BMW®           |                               | Alt Fuel Electric        |
| Crossover CUV         | Buick®         | <b>Vehicle shopping price</b> | Alt Fuel Hybrid          |
| Exotic                | Cadillac®      | <\$20K                        | Alt Fuel Truck           |
| Full-size car         | Chevrolet®     | \$20K-\$30K                   | Electric Car             |
| Full-size SUV         | Chrysler®      | \$30K-\$40K                   | Electric CUV SUV         |
| Full-size truck       | Dodge®         | \$40K-\$50K                   | Electric Luxury          |
| Full-size van         | Ford®          | \$50K-\$75K                   | Electric Non-Luxury      |
| HD pickup             | Genesis®       | \$75K+                        | Used Alt Fuel            |
| Luxury car            | GMC®           |                               | Used Electric            |
| Luxury compact        | Honda®         | <b>In-market new / used</b>   | Used Hybrid              |
| Luxury CUV            | Hyundai®       | New vehicle                   | Used PHEV                |
| Luxury SUV            | Infiniti®      | Used vehicle                  | Used Alt Fuel Car        |
| Mid-size car          | Jaguar®        | Used < 5 year old vehicle     | Used Alt Fuel CUV SUV    |
| Mid-size truck        | Jeep®          | Used 5+ year old vehicle      | Used Alt Fuel Luxury     |
| Minivan               |                |                               | Used Alt Fuel Non-Luxury |
| Small or mid-size SUV |                |                               | MPG Conscious Buyers     |
| Sports car            |                |                               |                          |
| SUV                   |                |                               |                          |
| SUV or CUV            |                |                               |                          |
| Truck                 |                |                               |                          |
| Van or minivan        |                |                               |                          |
| Used: Luxury          |                |                               |                          |
| Used: SUV             |                |                               |                          |
| Used: Truck           |                |                               |                          |
| Used: Van             |                |                               |                          |

### Likely segment switchers to

|           |                  |
|-----------|------------------|
| CUV SUV   | PHEV             |
| HD Pickup | Electric         |
| Pickup    | Electric Luxury  |
| Van       | Electric CUV SUV |
| Alt Fuel  |                  |

### In-market make-model

190+ audiences on make and model level

## OWNER

Likely vehicle owners in the following audience segments:

| Body style            | Owned make  | Vehicle age                            | Fuel                |
|-----------------------|-------------|--|---------------------|
| Car                   | Acura®      | 0-5 years old                          | Alt Fuel Car        |
| Compact               | Alfa Romeo® | 6-10 years old                         | Alt Fuel CUV SUV    |
| Compact or subcompact | Audi®       | 11+ years old                          | Alt Fuel Electric   |
| Compact pickup        | BMW®        |  | Alt Fuel Hybrid     |
| Crossover CUV         | Buick®      | <b>Vehicle purchase</b>                | Alt Fuel PHEV       |
| Exotic                | Cadillac®   | 0-6 months                             | Alt Fuel Truck      |
| Full-size car         | Chevrolet®  | 7-12 months                            | Electric CUV SUV    |
| Full-size SUV         | Chrysler®   | 13-24 months                           | Electric Car        |
| Full-size truck       | Dodge®      | 25-36 months                           | Electric Luxury     |
| Full-size van         | Fiat®       | 37-48 months                           | Electric Non-Luxury |
| HD pickup             | Ford®       | 48+ months                             | MPG Conscious       |
| Luxury car            | Genesis®    |  |                     |
| Luxury compact        | GMC®        | New Car 0-12 months                    |                     |
| Luxury CUV            | Honda®      | New Truck 0-12 months                  |                     |
| Luxury SUV            | Hyundai®    | New HD Pickup 0-12 months              |                     |
| Mid-size car          | Infiniti®   | Used Car 0-12 months                   |                     |
| Mid-size truck        | Jaguar®     | Used Truck 0-12 months                 |                     |
| Minivan               | Jeep®       | Used HD Pickup 0-12 months             |                     |
| Small or mid-size SUV | Kia®        |  |                     |
| Sports car            | Land Rover® |  |                     |
| SUV                   |             | <b>Owner make-model</b>                |                     |
| SUV or CUV            |             | 280+ audiences on make and model level |                     |
| Truck                 |             |  |                     |
| Van or minivan        |             |  |                     |

### Likely segment switched to

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



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