



# Get to Know the Person Behind the Wheel

## Understand what fuels individual consumers to drive results.

### A consumer's vehicle preferences are just as unique as they are.

Since our cars play a large role in the creation and projection of our identity, AnalyticsIQ recognized an opportunity to better understand consumer decisions related to their vehicles in order to learn more about them.

From who they are, what they do, and – most importantly – why they do it, we aim to obtain a complete, 360-degree view of a consumer through best practices in cognitive psychology and data science. This approach was seamlessly incorporated into the creation of our automotive data suite, AutoIQ, which offers valuable insight into how consumers behave in the automotive marketplace.

Consumers are just as unique as the make and model of the vehicle they choose to drive, which is why AutoIQ goes beyond traditional automotive data to shed light on the *why* behind their vehicle purchases and identify different types of buyers.

AutoIQ answers in-depth questions such as:

- Of 30 leading brands, what make is a consumer likely to own or be in the market to purchase?
- From coupes to minivans, what vehicle type is a consumer likely to prefer?
- Is a consumer a budget-buyer, safety-conscious or image-driven when evaluating vehicles?
- Does a consumer use their car for family or carpool purposes?
- What type of vehicle maintenance does a consumer prefer?

### Identify actionable automotive buyers

With over 60 AutoIQ variables, we are able to identify every type of auto consumer in the marketplace today. From those that are likely to be in the market for a used vehicle to those that are in the market for a new Porsche, we have you covered.



### Let our AutoIQ data guide your marketing.

Our flexible approach makes using sophisticated data to improve your marketing easy. Whether you are looking to test data, build custom models, or target prospects across channels, AnalyticsIQ can be your partner. Contact us at [sales@analytics-iq.com](mailto:sales@analytics-iq.com).