



# **AnalyticsIQ**

# **Automotive Audiences**

**Your guide to 100+ off-the-shelf Automotive Audiences covering purchasing preferences, automotive maintenance behaviors, insurance practices, and more.**

## Fuel better marketing outcomes by understanding who individuals are, what they do, and - most importantly - the why driving their decisions

### Know your customers like you know your friends

In today's world, business results are synonymous with data. And regardless of whether you're a B2C or B2B marketer, digital agency or data scientist, you need more than a hashtag or a list if you want to grow your business. You need data, audiences and predictive insights to help you improve your targeting, analytics, personalization, and ultimately drive better outcomes.

That's where AnalyticsIQ comes in. As the first data company to blend best practices in cognitive psychology, research and data science in the creation of marketing data, our comprehensive and proprietary datasets, PeopleCore and BusinessCore, provide a holistic view into the hearts and minds of individuals - both at home as consumers and at work as professionals.

We help marketers, digital advertisers and data scientists understand who people are - like their age, gender, and professional role - and what people do - like their interests, the products they've purchased recently, and the marketing channels they prefer. But the thing that sets our data and audiences apart to empower you to stand out from your competition is our ability to truly understand how and why people make the decisions they make. Fortune 500 brands, digital marketers and data scientists rely on our data and audiences because they want to deepen their connection with their customers and prospects and drive better marketing results.

### How we engineer our data to energize your marketing & analytics.

More data is created in modern times than the previous 5,000 years combined. But more isn't always better. Instead, the AnalyticsIQ team is focused on providing B2B and B2C marketers and data scientists with the highest quality data best suited for their mission

With over 100 years of collective marketing, data, and analytics experience, our team takes a scientific approach to creating our PeopleCore and BusinessCore data. We carefully aggregate, cleanse, create, and link data from a variety of sources and methodically build

and validate a fresh, accurate, and complete portrait of an individual.

### A trusted partner

If you want to go further, go together. That's why AnalyticsIQ partners with the best of the best technology platforms and providers of data, analytics, media and services across industries. Maximizing the power and impact of your data-driven strategies is fundamental to our approach.

Making sure data is actionable is mission critical. Whether it's within your own walls, a clean room, analytics platform, or a digital platform destination, AnalyticsIQ can securely activate data to meet your business demands.



*Note: AnalyticsIQ may limit some audiences in response to state privacy regulations.*

## PeopleCore Database

*The most comprehensive view of consumers*



**BusinessCore Database**  
*Businesses don't make decisions. People do.*



# **AnalyticsIQ**

## **Automotive Audiences**



## PREDICTORS

# AUTOMOTIVE

Shopping for a new car is never easy. Understanding and attracting consumers at the beginning of their buying process can be even harder. With over 100 automotive audiences, we can help you identify and engage every type of auto consumer in the marketplace today. From those that are likely to be in the market for a used Honda to those that are in the market for a new Porsche – and even their buying style and motivations - we have you covered.

## Categories



### Auto Insurance

AnalyticsIQ's auto insurance audiences provide insight into consumer auto insurance behaviors such as being in market for auto insurance and even which auto insurance provider a customer might use.



### In Garage

Take a look inside the garage to learn more about the type of vehicle consumers are likely to drive, their maintenance preferences, and more.



### In Market

AnalyticsIQ's In Market automotive segments highlight customers that are likely to be shopping for a vehicle – new or used and even 30+ specific makes. Additional audiences include preferred vehicle features, vehicle use and type, auto shopper persona and more.

## Let's Take a Deeper Look

### Auto Insurance

#### Carriers & Coverage

AnalyticsIQ > Automotive > Auto Insurance > Carrier & Coverage >

Consumers who are likely to have the following auto insurance carriers and coverage:

- AllState
- GEICO
- Progressive
- State Farm
- USAA Customers
- Collision Insurance
- Comprehensive Insurance
- Medical Insurance
- Personal Injury Insurance
- Under or Uninsured Insurance

#### In Market

AnalyticsIQ > Automotive > Auto Insurance > In Market >

Consumers who are likely to be in the market for auto insurance:

- In market for new insurance
- Purchase embedded insurance
- Switch auto carriers due to cost
- Switch auto carrier due to deals

### In Garage

#### Average Mileage

AnalyticsIQ > Automotive > In Garage > Average Mileage Put on Vehicles Per Year >

Consumers who are likely to put the following yearly average mileage on their vehicle:

- 10,000 to 14,000 Miles on Vehicle
- 2,000 to 4,00 Miles on Vehicle
- 5,000 to 9,000 Miles on Vehicle
- Greater than 14,000 Miles on Vehicle
- Less than 2,000 Miles on Vehicle

#### Number of Vehicles

AnalyticsIQ > Automotive > In Garage > Number of Vehicles Owned >

Consumers who are likely to own various number of vehicles:

- 0 Vehicles Owned
- 1 Car owned
- 2 Cars Owned
- 3 or more cars owned
- Likely to own 2 or More Vehicles
- Likely to Own 3 of More Vehicles

#### Lease or Rent

AnalyticsIQ > Automotive > In Garage > Likely to Lease or Rent Vehicle

Consumers who are likely to lease or rent their vehicles.

## In Garage Continued

### Vehicle Age

AnalyticsIQ > Automotive > In Garage > Vehicle Age >

Consumers who are likely to have vehicles that are:

- 2 or Less Year Old Car
- 3 to 5 Year Old Car
- 6 to 9 Year Old Car
- 10 to 14 year Old Car
- 15 or More Year Old Car

### Vehicle Type

AnalyticsIQ > Automotive > In Garage > Vehicle Type >

Consumers who are likely to drive different types of vehicles:

- All Electric Vehicle Drivers
- Coupe
- Electric or Hybrid Vehicle
- Family Vehicle
- Hatchback
- Minivan Owners
- Sedan Owners
- SUV Owners
- Truck

### Vehicle Make

AnalyticsIQ > Automotive > In Garage > Vehicle Make >

Consumers who are likely to own the following vehicle makes:

- Acura
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Fiat
- Ford
- GMC
- Honda
- Hyundai
- Infiniti
- Jeep
- Kia
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mitsubishi
- Nissan
- Porsche
- Smart Car
- Subaru
- Tesla
- Toyota
- Volkswagen
- Volvo

### Vehicle Use

AnalyticsIQ > Automotive > In Garage > Vehicle Use >

Consumers who are likely to primarily use their vehicles in different ways:

- Family Use Vehicle
- Vehicle Used for Carpooling
- Waze Users

### Vehicle Maintenance Preferences

AnalyticsIQ > Automotive > In Garage > Vehicle Maintenance Preferences >

Consumers who are likely to have one or more of the following vehicle maintenance preferences:

- After Market Warranty Vehicle Maintenance
- Dealership Vehicle Maintenance
- DIY Vehicle Maintenance
- Friend or Family Member Vehicle Maintenance
- No Preference for Vehicle Maintenance
- Non-Dealership Shops Vehicle Maintenance



## In Market

### Buyer Type

AnalyticsIQ > Automotive > In Market > Buyer Type >

Consumers who are likely to be specific vehicle buyer types:

- Anxious Buyers
- Budget Driven Buyers
- Image Oriented Buyers
- Methodical Buyers
- Online Vehicle Purchasers
- Safety Conscious Buyers
- Smooth Buyers

### Desired Vehicle Features

AnalyticsIQ > Automotive > In Market > Desired Vehicle Features >

Consumers who are likely to be in market for desired vehicle feature(s):

- High End / Luxury Vehicle

### In Market for Vehicle

AnalyticsIQ > Automotive > In Market >

Consumers who are likely to be in the market for the following vehicle types:

- Electric Vehicle
- Gas Vehicle
- New Vehicle
- Used Vehicle
- Vehicle



## In Market - Continued

### Vehicle Make

AnalyticsIQ > Automotive > In Market > Vehicle Make >

Consumers who are likely to be in the market for the following vehicle make(s):

- In Market for an Acura
- In Market for an Audi
- In Market for a BMW
- In Market for a Buick
- In Market for a Cadillac
- In Market for a Chevrolet
- In Market for a Chrysler
- In Market for a Dodge
- In Market for a Fiat
- In Market for a Ford
- In Market for a GMC
- In Market for a Honda
- In Market for a Hyundai
- In Market for an Infiniti
- In Market for a Jeep
- In Market for a Kia
- In Market for a Land Rover
- In Market for a Lexus
- In Market for a Lincoln
- In Market for a Mazda
- In Market for a Mercedes
- In Market for a Mitsubishi
- In Market for a Nissan
- In Market for a Porsche
- In Market for a Smart Car
- In Market for a Subaru
- In Market for a Tesla
- In Market for a Toyota
- In Market for a Volkswagen
- In Market for a Volvo

### Vehicle Type

AnalyticsIQ > Automotive > In Market > Vehicle Type >

Consumers who are likely to be specific vehicle buyer types:

- In Market for a Coupe
- In Market for a Family Vehicle
- In Market for a Hatchback
- In Market for a Minivan
- In Market for a Sedan
- In Market for a SUV
- In Market for a Truck



# Next Steps

## We Speak Geek

At AnalyticsIQ, both digital marketers and data scientists love and rely on our data. Our data makes it easy for marketing teams to quickly identify and target the most relevant audiences. For data teams that are digging in, we deliver attributes at a granular, yet easily segment-able level, providing them the ultimate power to splice, dice and build models on their terms. What are a few other ways that our approach to data stands out? Check it out.



### Custom Audience Development

AnalyticsIQ loves the opportunity to rise to the challenge and help clients answer big questions using our proprietary methodology.

For custom model creation:

- We can conduct custom consumer research driven by our cognitive psychological approach
- Develop predictive, validated models for you to use across channels



### Cross-Channel Linkage

Our linkage capabilities empower organizations to activate data across channels and devices including offline, digital, mobile and CTV/OTT.

We can do this through:

- Direct matching using our own identity graph linkage data including name/postal address, HEMs, MAIDs & IP address
- Onboarding through industry partners like LiveRamp & Neustar



### B2B2C Connectivity

In addition to PeopleCore, AnalyticsIQ also delivers organizations unparalleled business intelligence via our B2B offering, BusinessCore.

With BusinessCore, you can:

- Link professionals to their personal profiles on PeopleCore for B2B2C insights and learnings
- Understand the motivations & preferences of people as professionals

## Let's Talk

Are you ready to start using sophisticated data to grow your business? Our flexible approach makes it easy. Whether you are looking to test data, build custom audiences, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at [sales@analyticsiq.com](mailto:sales@analyticsiq.com).

 AnalyticsIQ