



EQUIFAX

Digital Targeting Segments

Automotive

Reach the right audience with your online ad campaigns

As an online marketer, you know the importance of reaching the right audience with your ad campaigns. In fact, your success rests on it. As you design your campaigns you are always seeking consumers with specific auto propensities and buying tendencies, as well as the capacity to purchase a certain type of vehicle.

Digital targeting segments from Equifax help auto marketers including OEMs, agencies, service providers, and lenders market more efficiently to consumers with the specific auto behaviors, preferences, or characteristics in their target audience. We help auto marketers reach consumers likely in-market to purchase specific types of vehicles, as well as actual make and model owners. We also offer audiences with the likely financial and economic capacity to purchase a vehicle or be interested in an auto loan.

Digital Targeting Segments for automotive marketers

Auto Propensity Digital Targeting Segments from Equifax help auto marketers improve their online marketing efficiency by reaching consumers based on specific likely auto tendencies and characteristics, as well as likely financial capacity measures.

Many of our **Auto Type Digital Targeting Segments** are driven by our Economic Cohorts® consumer segmentation system, which differentiates consumers by our industry-leading measures of household economics first. By combining insights into estimated household income, spending and credit with demographics, buying behaviors and product preferences, these segments offer a powerful tool for delivering the right message to the right audience.

Key benefits

Target auto buyers online more effectively by using estimated automotive propensities and financial capacity measures

Eliminate wasted ad spend by ensuring more ads are served to consumers that are likely to have the automotive propensities you seek and the capacity to buy

Built on a foundation of anonymous, aggregated data managed by Equifax and key industry partner data

Our **Auto Make / Model Digital Targeting Segments** incorporate proprietary financial metrics from Equifax as well as likelihood of vehicle ownership from an industry partner, to help auto marketers better target vehicle owners likely to be in market with known propensities towards specific vehicles, brands and models.

Our **Auto Lending Digital Targeting Segments** incorporate proprietary financial metrics, including aggregated Equifax credit information*, to help auto marketers and lenders better target online consumers by likely loan characteristics and serve ads appropriately.

Our **Financial and Economic Capacity Digital Targeting Segments** are built using data from multiple sources including factors derived from our proprietary directly measured economic data that is mapped — at a ZIP+4 level — to over 60 million online households.

Our **Active Shoppers with Intent Digital Targeting Segments** are built using a wealth of online activity data from an industry partner indicating active shopping with intent to purchase specific types of vehicles or makes and models. These segments help auto marketers better reach consumers very likely to be actively shopping online for a vehicle.

We help auto marketers reach consumers likely to purchase specific types of vehicles, as well as actual make and model owners.

Auto Owners Digital Targeting Segments

Households likely to own or lease a vehicle of this type

- | | |
|--|---|
| <ul style="list-style-type: none"> • Domestic • Family • Luxury | <ul style="list-style-type: none"> • Domestic luxury • Import auto • Import luxury • Eco-friendly |
|--|---|

Auto In-market Digital Targeting Segments

Audiences that are likely to be in-market with a propensity to own or lease specific types of vehicles

In-market owners – specific vehicle types

- **SUVs and crossovers** – Non-luxury, luxury and near luxury (Acura, Genesis, Infiniti, Lincoln, and Volvo). Specific makes available include: Ford, Chevrolet, Toyota, Jeep, Honda, GMC, Nissan and Dodge
- **Cars** – Non-luxury, luxury and near luxury (Acura, Genesis, Infiniti, Lincoln, and Volvo). Specific makes available include: Ford, Chevrolet, Toyota, Honda, Nissan, Hyundai, Dodge, Volkswagen, Chrysler, Kia, Mazda, Buick, BMW, and Subaru
- **Pickup trucks** – Mid-size, full-size. Specific makes available include: Ford, Chevrolet, Dodge, Toyota, and GMC
- **Van and Minivan owners**
- **All-wheel drive / four-wheel drive** – SUV and Crossover owners, car owners, pickup truck owners
- **Electric and hybrid vehicle owners**

In-market owners – make

- Acura, Buick, BMW, Cadillac, Chevrolet, Dodge, Ford, GMC, Honda, Hyundai, Jeep, Kia, Lexus, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Subaru, Toyota, and Volkswagen

In-market owners – model

- Chevrolet Malibu, Chevrolet Silverado, Chevrolet Tahoe, Dodge Caravan, Dodge Ram Pickup 1500, Ford Escape, Ford Explorer, Ford F-150, Ford Focus, Ford Taurus, GMC Sierra 1500, Honda Accord, Honda Civic, Honda CR-V, Honda Odyssey, Jeep Grand Cherokee, Nissan Altima, Toyota Camry, Toyota Corolla

In-market owners – vehicle loyalists

- Chevrolet, Ford, GM, and Toyota
- Chrysler, Dodge, Jeep, and Ram
- Ford and Lincoln
- Honda and Acura
- Toyota and Lexus

Auto Lending Digital Targeting Segments

For enhanced online marketing

<ul style="list-style-type: none"> • Auto Loan – Likely in market and very likely in market to obtain a new auto loan • Auto Loan – Extremely likely in market to obtain a new auto loan with fair-excellent credit 	<ul style="list-style-type: none"> • Auto Lease – Likely in market, very likely and extremely likely in market to obtain a new auto lease • Auto Lease – Extremely likely in market to obtain a new auto lease with fair-excellent credit
<ul style="list-style-type: none"> • Car Buyer – Likely in market, very likely in market and extremely likely in market to obtain either an auto loan or lease • Car Buyer for economy vehicle – Very likely to obtain an auto loan or lease and have poor-very bad credit • Car Buyer for upscale vehicle – Very likely to obtain an auto loan or lease and have fair-excellent credit 	<ul style="list-style-type: none"> • Aggregated FICO® – high auto score – Lowest estimated risk of credit delinquency in next 24 months, with credit behavior weighted towards the auto finance industry • Aggregated FICO® Scores Digital – Estimates the likelihood of consumers to pay credit obligations, based on aggregated credit data at a geographic level; includes 13 tiers
<ul style="list-style-type: none"> • Recently purchased vehicle – likely to have purchased in last 12 months 	

Financial and Economic Capacity Digital Targeting Segments

<ul style="list-style-type: none"> • Income360® Digital – Estimates total income, including wages and income generated from assets; includes 11 tiers 	<ul style="list-style-type: none"> • Spending Power Digital – Estimate of spending after accounting for cost of living and fixed expenses of life; includes 8 tiers
<ul style="list-style-type: none"> • Economic Spectrum™ Digital – Differentiates online consumers by a combination of estimated total income and spending, in a single measure; includes 17 tiers 	<ul style="list-style-type: none"> • Economic Cohorts® Digital – Segmentation system based on estimated income, spending, and credit usage, plus behavioral characteristics and geo-demographics; includes 71 clusters

Active Shoppers with Intent

Active shoppers with a very likely intent to purchase

<p>Bodystyle – specific vehicle types</p> <ul style="list-style-type: none"> • Caravan, classic vehicle, commercial vehicle, crossover, electric car, hatchback, hybrid and alternative vehicle, luxury car, microcars and city car, motorcycle, sports car, van, sedan, SUV, truck 	<p>Specific make / models</p> <ul style="list-style-type: none"> • Acura, Acura MDX, Acura RDX, Aston Martin, Audi, Audi Q, Bentley, BMW, Buick, Cadillac, Cadillac Escalade, Chrysler, Chevrolet, Dodge, Ferrari, Ford, GM Daewoo, GMC, Honda, Hummer, Hyundai, Jaguar, Jeep, Kia, Kia Sorento, Kia Soul, Lamborghini, Land Rover, Range Rover, Lexus, Lexus IS, Lincoln, Lincoln MKX, Lincoln Navigator, Maserati, Mazda, Mercedes, MINI, Nissan, Nissan Altima, Nissan NV, Nissan Rogue, Porsche, Porsche Cayman, Rolls Royce, SEAT, Smart, Subaru, Tesla, Tesla Model S, Toyota, Toyota Highlander, Toyota Rav4, Toyota Tundra, Volkswagen, Volkswagen Jetta, Volvo
<p>Other vehicles</p> <ul style="list-style-type: none"> • New vehicles • Used vehicles • Vehicle parts and accessories • Auto buyers • Motorcycle enthusiasts • Luxury car enthusiasts 	

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* Incorporate aggregated credit attributes from Equifax. These segments are intended for marketing purposes. They are based on aggregated credit attributes at a geographic level and cannot be used to determine an individual's eligibility for personal credit, insurance, or employment or for any other purpose contemplated under the Fair Credit Reporting Act, 15 U.S.C. § 1681 et seq.

Our commitment to privacy – Protecting consumer privacy online is one of the core values of Equifax. Our Digital Targeting Segments for Automotive are estimates of likely household characteristics built using anonymous, aggregated, neighborhood level data. Our digital products do not incorporate or reveal any personally identifiable information. Nor are these segments built using any data gathered about individuals' online behavior.

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