Comprehensive and highly responsive vehicle data, ranging from new/used cars by make/model, leases/loans, financing and insurance. Never aggregated or modeled – built from deterministic VIN-based data. Auto+ also offers in-market segments which allow marketers to target individuals who are actively shopping.

**Our Foundations**

**Deterministic Data**
- Sales & Service data
- Automobile Warranty data
- Aftermarket Repair & Maintenance data

**In-Market Data**
- Online Behavioral data

**Our Differences**

**Coverage**
- VIN-based data on >190MM vehicles
- In-market data tracking 90% of accessible devices in the US

**Design**
- Deterministic data – not modeled or aggregated
- Multichannel application – display, mobile, video, email, direct mail, and Advanced TV

**Our Verticals**

- Vehicle Manufacturers
- Aftermarket Industry
- Financial Services
- Vehicle Repair & Maintenance
- Insurance

**Our Segments**

**Vehicle Owner Segments**
- Make/Model/Style/Class
- Fuel Type

**In-Market Segments**
- Make/Model/Type
- Parts/Service
- Financing/Insurance

To learn more, or to inquire about custom segments, email: AudienceSupport@adstradata.com