



adstra
Audiences

AUTO+



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

adstra the new **ideal**