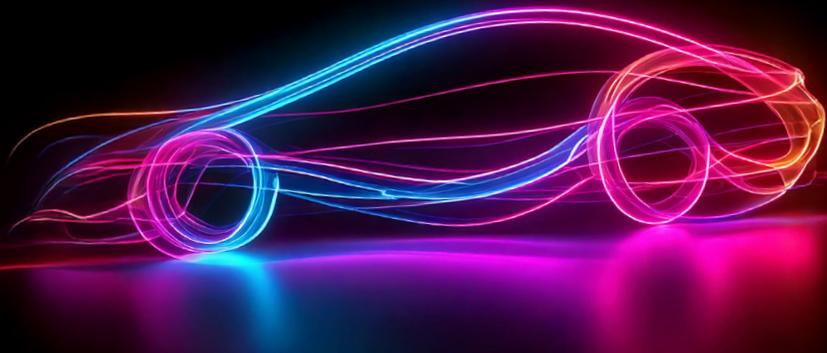


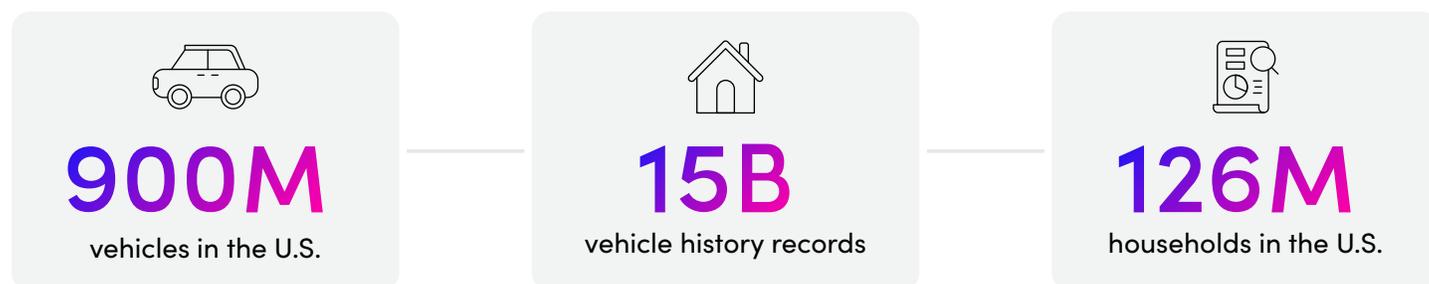
# Acxiom Auto Indicators



## Reach and engage people based on their known and predictive auto shopping behaviors

Acxiom Auto Indicators are built from vehicle ownership data and other online and offline behavioral intelligence to provide highly accurate audiences for digital and TV advertising.

The solution includes:



## Why use Acxiom Auto Indicators?

- Gain access to unique automotive audiences from broad categories such as EV ownership to very specific in-market indicators by make and model
- Reach people based on their in-market behaviors, vehicle ownership, aftermarket and more
- Get access to information based on owner and purchase information, mileage readings and key vehicle events to define both audience and messaging

## How to use them

Access all Acxiom Auto Indicators in Audience Cloud or reach out to Data Guru to combine them with other Acxiom data to build a unique and highly predictive audience for your campaign. For example, you could engage people who own an electric vehicle with an advertising campaign announcing new charging stations your brand is installing at all your retail locations.



## Auto audiences for every campaign need

### In-Market Audiences

Combine insight from vehicle ownership with in-market cues gathered from other data attributes to reach people in the market for specific makes, models or styles.

### Vehicle Lifestyle Audiences

Tap into insight from title registrations, mileage readings and key vehicle events combined with behavioral and lifestyle cues to identify motorcycle and other recreational users.

### Owner Audiences

Leverage insight based on vehicle ownership, which contains information on owner and purchase information, mileage readings and key vehicle events to understand what's currently in a household's garage.

### Aftermarket: Service and Parts Audiences

Advanced analytics combined with behavioral attributes create audiences that are likely to either subscribe to do-it-for-me or do-it-yourself auto maintenance.

### Electric Vehicle Audiences

Use robust vehicle ownership insights containing information on owner and purchase information, mileage readings and key vehicle events to find people who are owners or in-market for green vehicles.

To drive great campaign performance, contact us at [info@acxiom.com](mailto:info@acxiom.com).