Auto Audiences

Accelerate your auto marketing campaigns by finding and engaging with auto intenders and car enthusiasts at every unique step of the journey.

Luxury Seekers

Luxury car sales are on the rise, with growth rates ranging from 8 to 14% annually. This unique audience set is 2X more likely to be the decision maker in their home, with 76% of purchasers being male. According to a McKinsey survey, around 50 percent of premium- and luxury-car buyers prefer SUVs as their next purchase. Sample Lotame audiences:

- Luxury Cars
- Sport Utility Vehicles
- Household decision-makers
- Electric Cars
- Household income 150K-250K, 250K+

New Vehicle Buyers

Consumers between the ages of 25-54 purchase the most new vehicles. Two household income groups account for new vehicle purchases: under $50,000 per year (single-person households) and $100,000 per year and up (families). Most new car buyers own their home or are in the market for one. People who purchase new cars are 2.2x more likely to be in-market for real estate.

- Auto Intenders
- Household income 100,000K +
- Business Travelers
- New Homeowners
- New Movers

Used Car Shoppers

The global used car market is expected to grow at a CAGR of 9.3% until 2028. The majority of used car buyers are Gen Xers. These shoppers are 2.4x more likely to research Vehicle Specs, Reviews & Comparisons. And the most popular types of vehicles they are looking at? Hatchbacks, sedans, and SUVs. Consider these Lotame audiences when targeting used car buyers:

- Sedans
- Compact Cars
- Ford F-Series
- Generation X
- Honda Civic

Get *Data Empowered* with auto audiences.

Contact us to discuss other custom audience segments:

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Cookieless Activation

Lotame Data Exchange audiences are available on all browsers, devices, and platforms via our cookieless identifier Lotame Panorama ID™.

Ask us for case studies!

Sources: Lotame Data Exchange, McKinsey, Think with Google, Business Wire, Global News Wire