

Direct Marketing to US Auto Shoppers

Marketers focused on Automotive Shoppers can reach their target audience at any stage in the purchase cycle with offers customized for their interests and lifestyles. Infocore's analysis of the US market has uncovered 106 separate audiences in 8 categories that offer marketers the ability to select consumers at lease end, serious shoppers doing research, families with children, car buffs and more. This precision lets marketers deliver the right message at the right moment.

For the full report or to learn more about reaching these US consumers, please contact AudienceLandscape@infocore.com and request more information about the Automotive Market.

