

Audience Landscape Report

Direct Marketing to Automotive
Shoppers in the USA

Introduction

Marketers can choose from a plethora of media options when seeking to reach targeted consumers. These options range from traditional, measured media like TV and print, to channels like social, digital, search, as well as direct marketing - the subject of this report.

Direct marketing – e.g. email, direct mail and telemarketing - offers marketers one of the most efficient and precise methods of reaching their target customers given the many, very granular selection criteria available for targeting purposes. Direct Marketing also has the benefit of being one of the most measurable media channels available, offering very clear response rate tracking and reporting, something marketers increasingly value in today's omnichannel, attribution-focused marketing world.

This report covers available direct marketing audiences in the US, in this case, to reach automotive shoppers. Because the US is such an astonishingly prolific direct marketing data market, offering more than 30,000 separate consumer audiences and 20,000 b-to-b audiences – the analysts at Infocore frequently conduct in-depth research into audience sources to help marketers understand the scope of direct marketing audiences that are available.

*There are 30,000 separate
direct marketing audience sources
in the US alone*

Without this kind of comprehensive and in-depth digestion of available options, marketers run the risk of missing audiences that are likely to be highly responsive to their marketing messages and offers, losing sales and overspending on other tactics that don't perform as well.

Introduction

Defining Direct Marketing Data Audiences

A direct marketing data audience is defined, in the broadest sense, as a list of individuals and their contact information who share a specific set of attributes or activities that have been collected and codified into a database that can be re-sold for marketing purposes, with the proper consents from the data subjects to allow for this use.

Direct marketing data audiences are gathered in many different ways, including but not limited to:

- ◆ Buyers of specific kinds of products, both in-store and online
- ◆ Loyalty card holders
- ◆ Registered visitors to specific kinds of websites, including product research sites, content sites and the like
- ◆ Individuals who have filled out online surveys or have self reported health conditions, product interests etc.
- ◆ Individuals who have filled out post-purchase product registration cards
- ◆ Book buyers and magazine subscribers
- ◆ Charitable donors, political donors and those aligned with specific causes
- ◆ “Owner Data” such as homeowners, auto owners etc
- ◆ Compiled and modeled data sources which take known universes of consumers and add in dozens of demographic characteristics, yielding a prediction of which consumers are likely to buy specific products at a given time

Each audience data source – consisting of a specific list of individuals – is generated from a unique combination of inputs, and contains its own combination of contact options that third party marketers can use to reach the individuals on their list: email, postal or direct mail and/or phone.

Introduction

Further, each source collects widely varying demographic details about the individuals on their list: age, income, gender, marital status, household composition, presence and age of kids, and many others, creating the selection granularity that marketers crave, which gives direct marketing its reputation for efficiency.

Finally, and perhaps most critically, each direct marketing audience data collector has obtained specific forms of permission from the individuals on their list. These permissions allow the information they've collected about each person on their list to be contacted by third parties who are "renting" access to a specific slice of that audience. This gives third party marketers the ability to select and reach out to these direct marketing audiences with full, legal permission, avoiding the fines and penalties associated with violating data privacy regulations.

Auto Shoppers Marketing Data in the USA

8 Major Categories of data

- Active Shoppers
- Intenders / Hand Raisers
- Owners
- Industry Partnerships
- Compiled Sources
- Lease End
- Modeled Data
- Auto Enthusiasts

106 separate sources

that are data originators in the Auto category. Of those, 24 cover the high performing groups:

- Active Shoppers
- Intenders
- Coming Off Lease



7.75 billion total records

on the market that reach Auto Shoppers and Auto Owners. 49% of the records include a valid email address.

Once Compiled and Modeled Data are removed, 1.6 billion records in the US remain

Competitive Set Precision

Trained experts can acquire data with tremendous precision, including selecting records down to zip+4 and to identifying potential buyers within a defined competitive set of 5 to 7 specific vehicles

Research Approach

About this Report

This Audience Landscape Report examines the data available to marketers targeting Automotive Shoppers in the United States.

Infocore's analysis of the US market uncovered a total of 106 separate "Audiences Groups" with consumers that are ideal prospects for auto marketers.

CATEGORIES

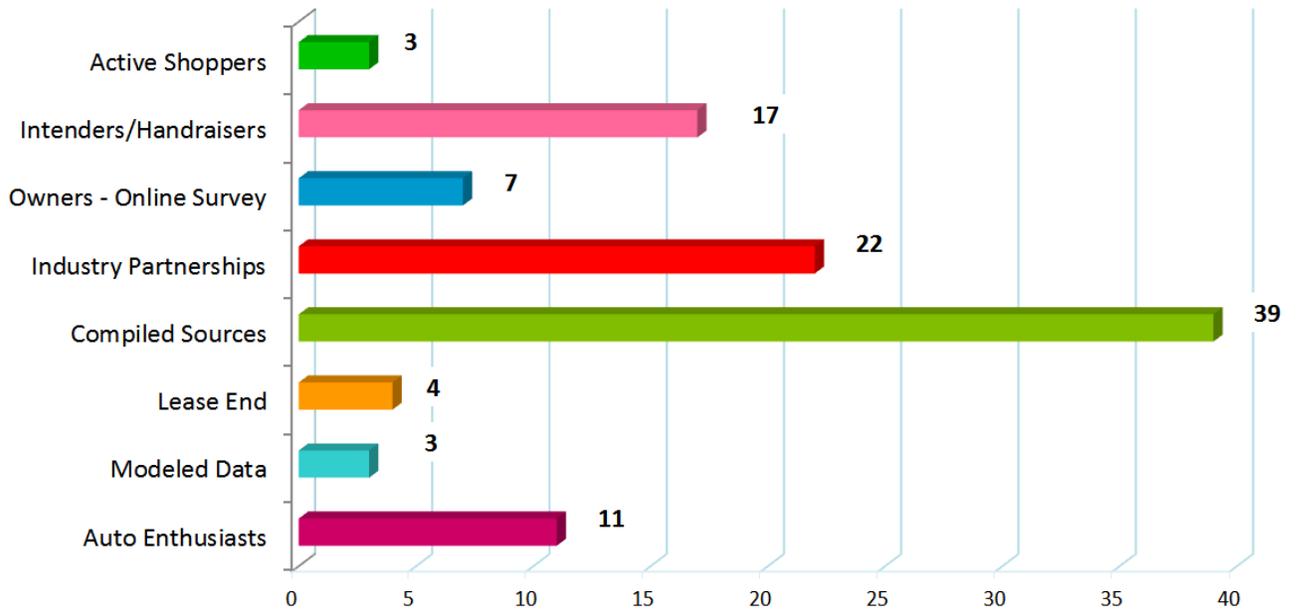
Within our set of Audiences we have identified 8 Categories into which consumers can be classified. Categories give marketers the ability to select consumers at lease end, serious shoppers doing research, active shoppers, families with children, car buffs and more. This precision lets marketers deliver the right message at the right moment.

The Audience Groups selected for inclusion have high quality email and/or postal addresses, are known to be accurate and sufficiently detailed, and exhibit good data hygiene.

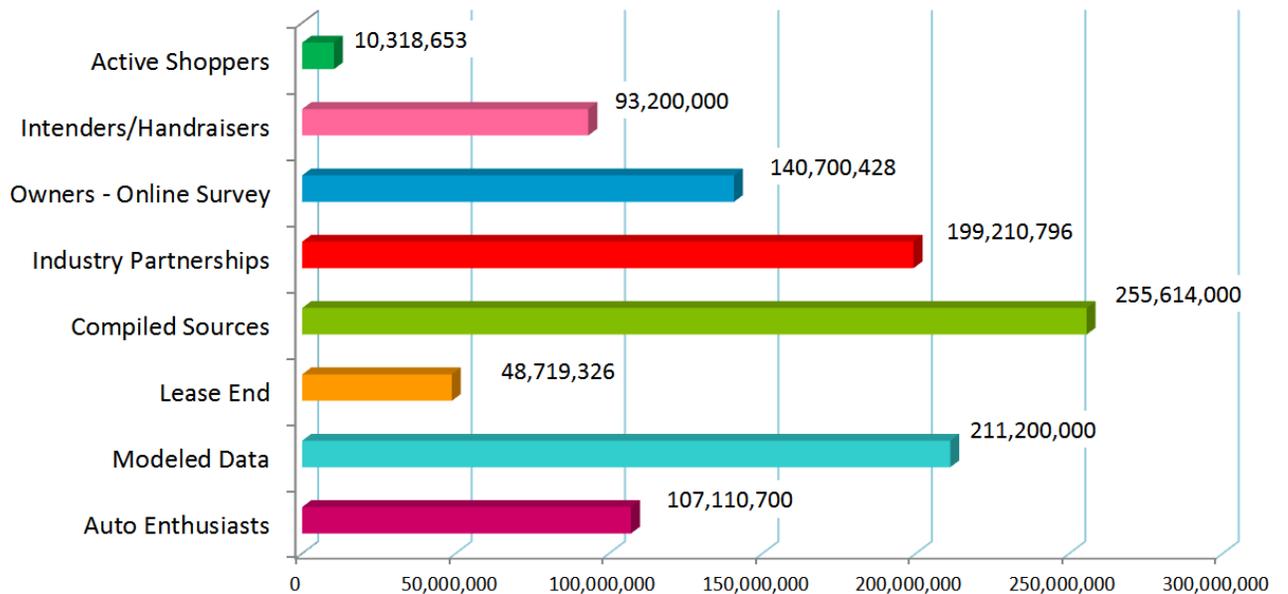
Summary Stats

AUDIENCE CATEGORIES

NUMBER of AUDIENCE GROUPS



MAXIMUM AUDIENCE SIZE

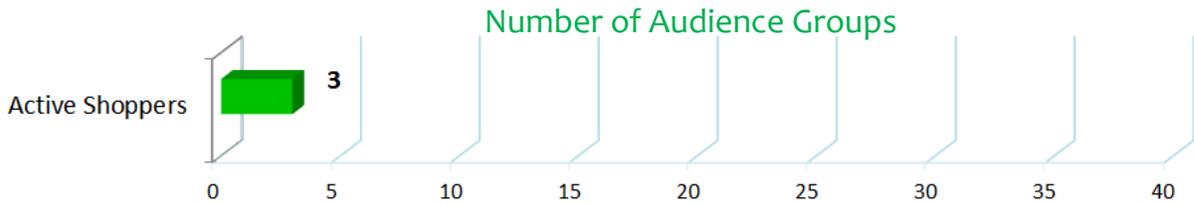


Category Detail

ACTIVE SHOPPERS

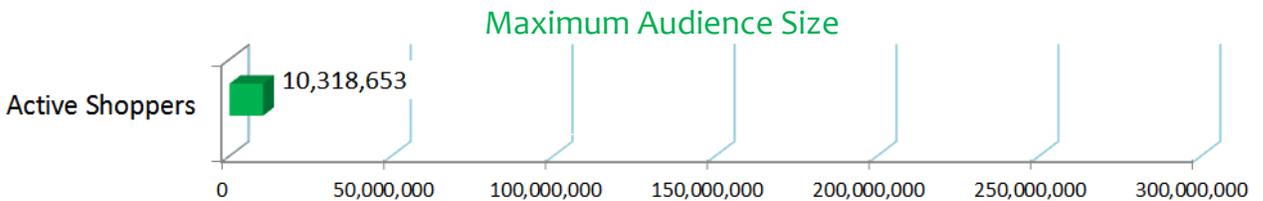
Characteristics

Active Shoppers data are sourced from a network of websites that bring buyers and sellers together. These are exceptionally motivated, serious shoppers that have expressed an interest in a new vehicle and have requested to be contacted by a local dealership. Consumers may have registered at a website, submitted request for quotes for target vehicles, and opted-in to receive promotions. They are pro-active in searching websites for more information about autos of interest. Reflects buyer behavior with the past 0 – 3 months, 4 – 6 months, 7 – 9 months and within the past year.



Key Selects & Features

- Make and Model
- Actual In Market Timing



Typical cost ranges per thousands of records for both Postal and Email Media:

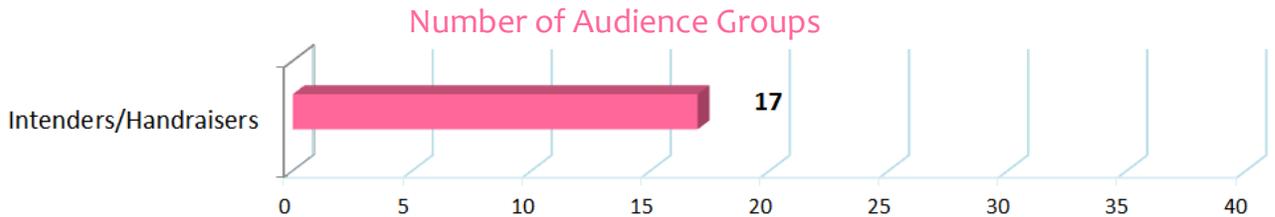
	Cost Ranges by Media			
Category	Postal		Email	
Active Shoppers	\$110/M	\$115/M	\$200/M	\$260/M

Category Detail

INTENDERS & HANDRAISERS

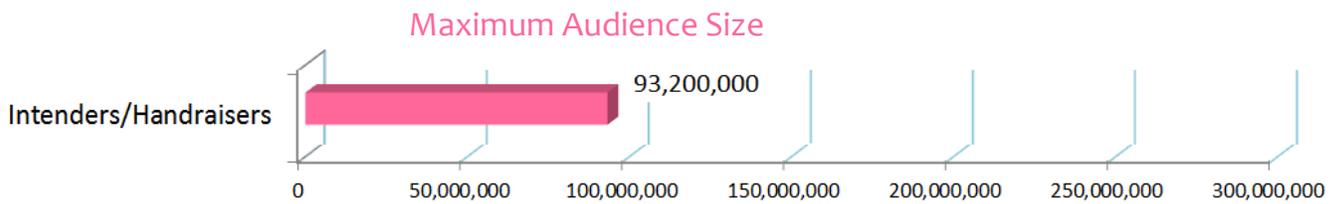
Characteristics

Intenders / Hand raisers data sources are created from online consumers visiting automotive network sites, as well as other retail sites. These purchase intenders are in the early stage of researching autos of interest prior to seeking out a dealer. In-market timing is forward looking, self reported intent to purchase a target vehicle in the next 3 months, 6 months, one year. They have opted in to receive promotions and offers to help them in their buying decisions. These lists contain intender and owner data only, no lease data.



Key Selects & Features

- Make and Model
- Actual In Market Timing
- Demographics
- Lifestyles
- Presence of Children
- Other behaviors



Typical cost ranges per thousands of records for both Postal and Email Media:

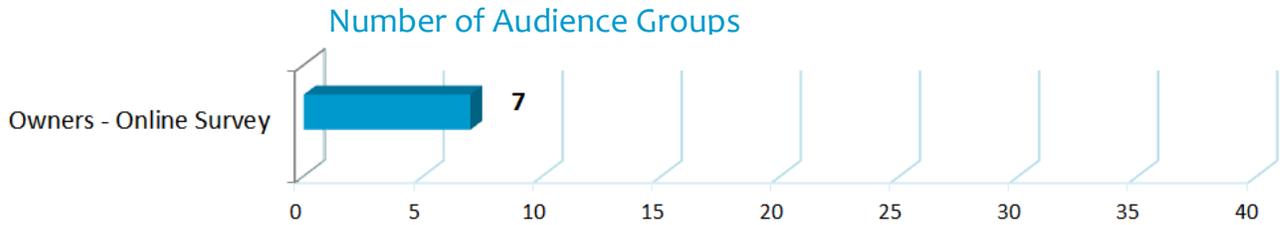
Category	Cost Ranges by Media			
	Postal		Email	
Intenders / Handraisers	\$75/M	\$140/M	\$105/M	\$165/M

Category Detail

OWNERS - ONLINE SURVEY

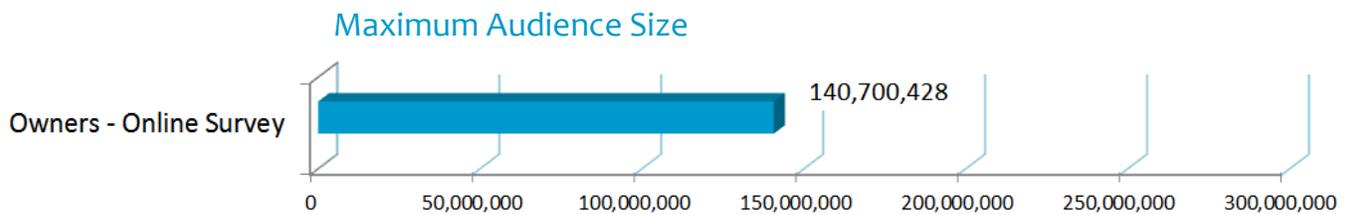
Characteristics

Owners have been sourced by traditional direct mail and online survey data collection. They are interested in purchasing a vehicle in the near future. These consumers have self-reported information regarding their vehicle of interest’s make and model, insurance renewal dates, age, gender, income, and other lifestyle factors. Use of the records is not subject to DMV restrictions.



Key Selects & Features

- Make and Model
- Actual In Market Timing
- Demographics
- Lifestyles
- Presence of Children
- Other behaviors



Typical cost ranges per thousands of records for both Postal and Email Media:

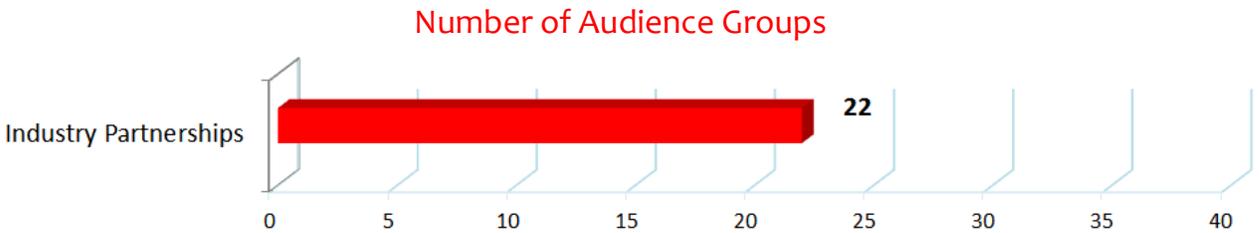
	Cost Ranges by Media			
Category	Postal		Email	
Owners-Online Survey	\$85/M	\$230/M	\$60/M	\$400/M

Category Detail

INDUSTRY PARTNERSHIPS

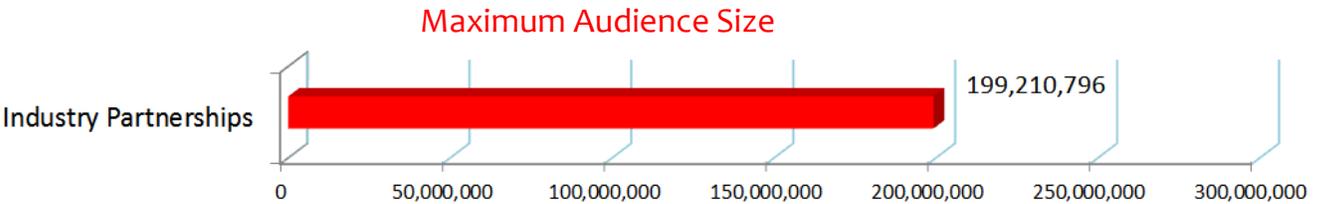
Characteristics

Consumers are sourced by partnerships with auto dealerships, warranty companies, national car clubs, state records, auto after-market, and insurance companies. Postal records are CASS Certified, and are compliant with the Shelby Act.



Key Selects & Features

- Make and Model
- Actual In Market Timing
- Demographics
- VIN
- Odometer Reading



Typical cost ranges per thousands of records for both Postal and Email Media:

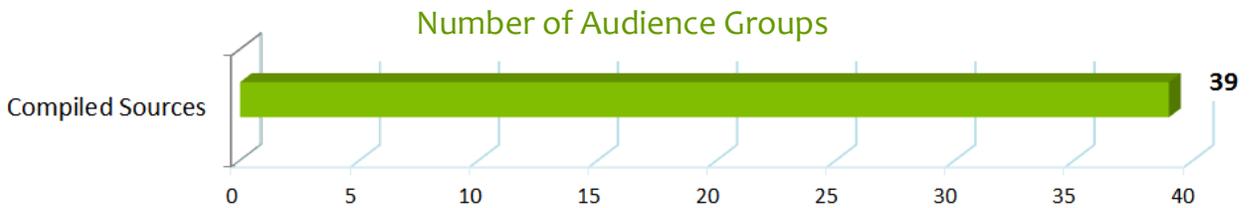
	Cost Ranges by Media			
Category	Postal		Email	
Industry Partnerships	\$70/M	\$155/M	\$95/M	\$205/M

Category Detail

COMPILED SOURCES

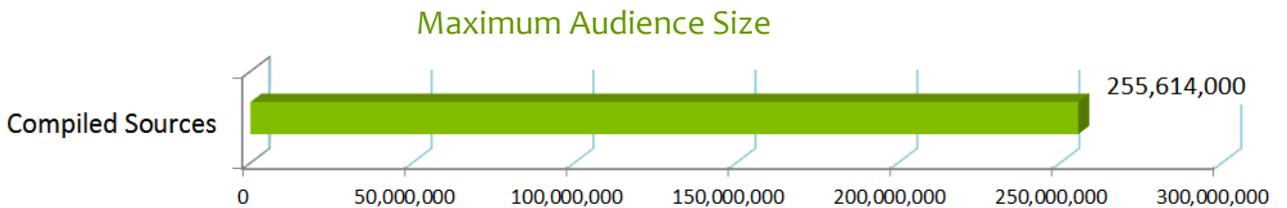
Characteristics

Compiled records are created from a broad range of third-party consumer sources such as magazine subscriptions, verified consumer transactions, responses to email advertisements, travel sites, financial products and services, and other proprietary data sources.



Key Selects & Features

- Age
- Income
- Marital Status
- Home Ownership
- Presence of Children
- Sports & Recreation Interest



Typical cost ranges per thousands of records for both Postal and Email Media:

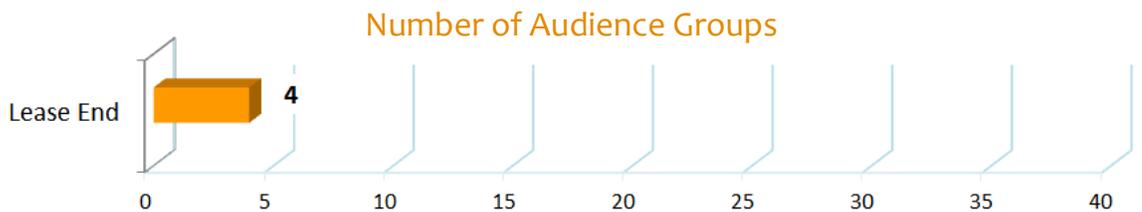
	Cost Ranges by Media			
Category	Postal		Email	
Compiled Sources	\$40/M	\$215/M	\$60/M	\$285/M

Category Detail

LEASE END

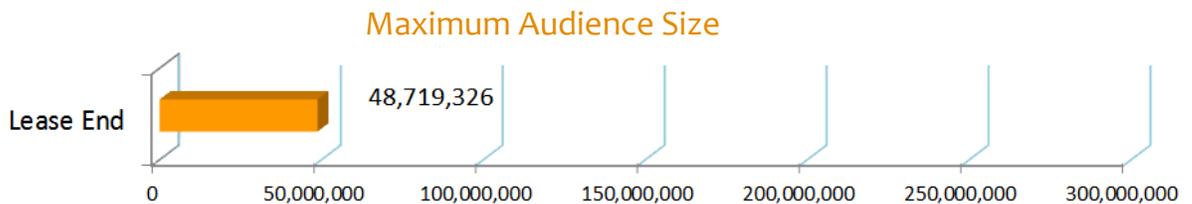
Characteristics

Lease End consumers are sourced from online, self-reported websites. These individuals have stated that their lease is coming to an end, and they are interested in continuing to lease, or out and out purchase a new car. This data is available by make, model and year, as well as demographic and lifestyle data for this file as well. Previously, these records were purchased at high cost from a credit bureau and a firm credit offer was required.



Key Selects & Features

- Make, Model & Year
- Length of Lease
- Ending in 3 months – 6 months



Typical cost ranges per thousands of records for both Postal and Email Media:

	Cost Ranges by Media			
Category	Postal		Email	
Lease End	\$110/M	\$125/M	\$135/M	\$230/M

Category Detail

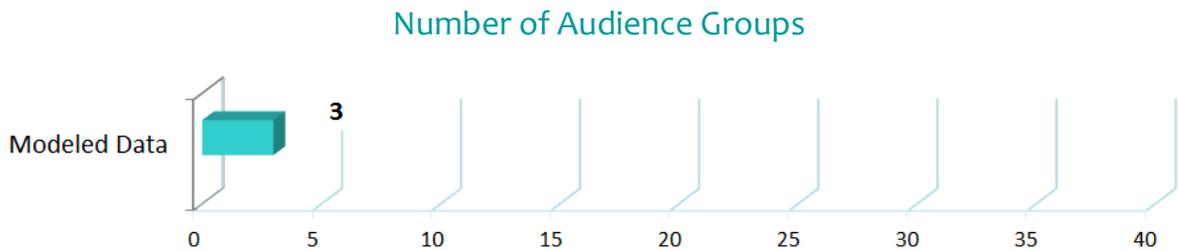
MODELED DATA

Characteristics

Modeled Data sources use industry models and economic conditions to predict which households are likely to purchase a car within one of 30+ automotive categories within the next 6 months.

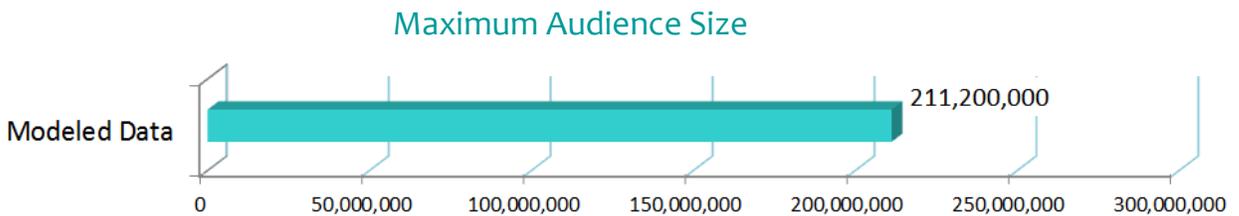
An example of how each record is scored:

Range of 1 – 9. Most marketers select names in score ranges 1 – 3 (top 3 deciles).



Key Selects & Features

- Demographics
- Lifestyle Segmentation
- Actual in Market Timing
- Summarized Credit Data (non regulated)
- Summarized Auto Finance Information (non-regulated)



Typical cost ranges per thousands of records for both Postal and Email Media:

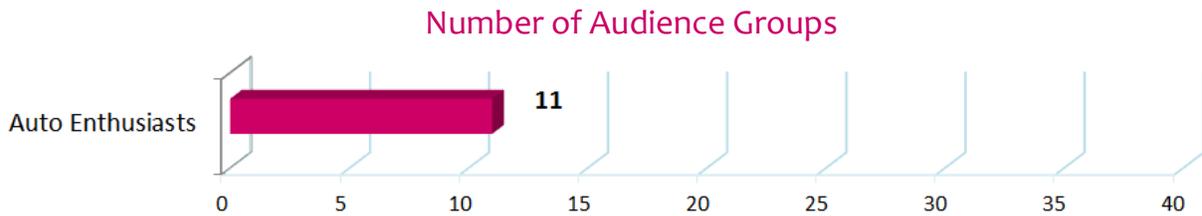
	Cost Ranges by Media			
Category	Postal		Email	
Modeled Data	\$40/M	\$85/M	\$30/M	\$40/M

Category Detail

AUTO ENTHUSIASTS

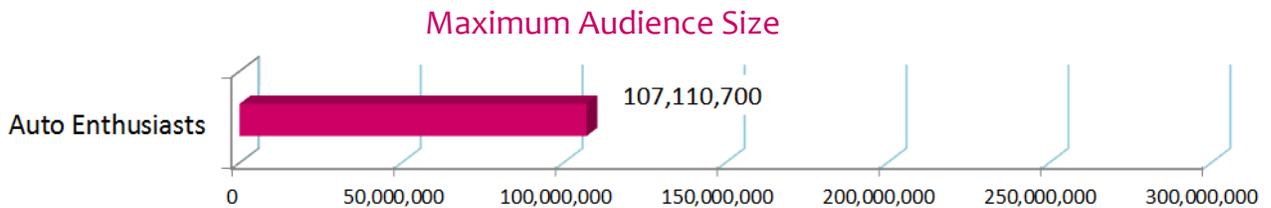
Characteristics

Auto Enthusiasts are car buffs that want to be informed about vehicle related trends and developments. The records are sourced from automobile magazine subscriptions and attendance at auto shows. These avid hobbyists spend their free time on DIY auto repair projects, researching vintage car history, and attending auctions.



Key Selects & Features

- Demographics
- Lifestyle Segmentation



Typical cost ranges per thousands of records for both Postal and Email Media:

	Cost Ranges by Media			
Category	Postal		Email	
Auto Enthusiasts	\$80/M	\$200/M	\$100/M	\$340/M

Data Processing

TYPICAL DATA PROCESSING STEPS

Example of Opt-In and Verification Process

COLLECT DATA



Consumer file is compiled via 5,000+ opt-in content & destination websites, online publishers, data partners, co-registration

CONFIRM DATA



Each record must be confirmed by a minimum of 2 sources, and is verified against telecom files & directory assistance files

DATA HYGIENE



Scrubbed against internal & partner files, bounce files, DMA Do Not Mail files, deceased & prison files, NCOA, DPV, CASS, & ECOA

ENHANCEMENT



200+ demographic & lifestyle attributes are added to each record from data overlays, online & offline surveys, & telemarketing

RELEASE for USE

Make available for Direct Marketing and Append Projects

Data Gathering

DATA ACQUISITION EXAMPLES

Examples of internet sites where banners/media are placed to collect data:

www.autozone.com

www.lease-trader.com

www.autotrader.com

www.caranddriver.com

www.motortrend.com

www.kbb.com

Data Gathering

DATA COLLECTION EXAMPLES

GET APPROVED TODAY! Get **FREE AUTO QUOTES** from local dealers

Bad Credit? NO Credit? NO Problem!

- NO obligation, GET a FREE auto loan quote.
- Bad Credit, No Credit, No Problem!
- Competitive low rates for people with bad credit!
- Our Auto lenders will compete for your business!

APPLY NOW!
Privacy Policy | Terms of Service

I currently own...
Make: (choose one...)
Year: (choose one...)
Model: _____
Approximate Mileage: _____

I am interested in purchasing...
Make: (choose one...)
Year: (choose one...)
Model: _____

First Name: _____ Last Name: _____
Address: _____
City: _____ State: (Select one...)
Zip Code: _____
Work Phone: _____ Ext: _____ Cell Phone: _____
Email Address: _____

I plan to buy a car within...
(choose one...)

FREE QUOTE

Quick Poll
For your next vehicle purchase, how much time will you spend test driving vehicles compared to previous purchases?

I will spend more time

I will spend the same amount of time

I will spend less time

Start here and save up to 60% today!

Select A State: -- Select A State --
Year of Auto: -- Select A Year --
Make of Auto: -- Select A Make --
Mileage of Auto: _____

FREE QUOTE
In Just a Few Minutes

About

Infocore

www.infocore.com

Infocore is a global data sourcing and insights agency, serving Fortune 1000 marketers and their agencies in more than 150 countries around the world. Its blue chip clients use this carefully vetted data to power their customer acquisition and CRM initiatives, and to enrich their large customer databases with critical data elements and triggers, enhancing the efficiency and potency of their B2B and Consumer marketing activities.

In business for over 22 years, Infocore is a strong, profitable, well-known brand in the marketing data and insights industry, with a sterling reputation for service, precision, expertise and deep market knowledge.

As an acknowledged global expert in acquiring high quality data for US based multinationals, Infocore's current clients include Nissan, Mazda, Honda, Toyota, NetFlix, IBM, Microsoft, P&G, Dell, Disney, American Express and dozens more in the Tech, Financial Services, Automotive and Consumer products sectors. Infocore also works closely with some of the biggest agencies and customer analytics firms in the world, including Epsilon, Yes Lifecycle Marketing, TBWA Chiat Day, Hacker Group, Maritz, Garage Team Mazda, TeamOne, ASPEN, Ogilvy, RAPP and many more.

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