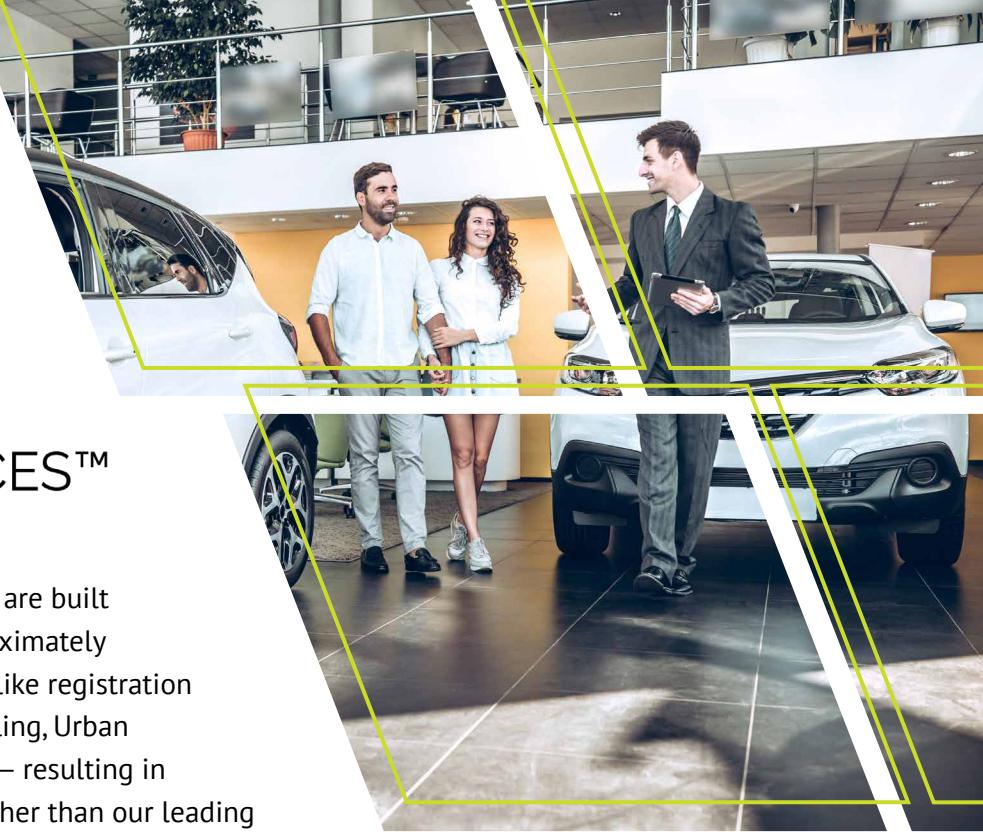


## IN-MARKET AUDIENCES™ PLATFORMS

In-MarketAudiences™ targeting segments are built using daily industry sales data\* with approximately 96% coverage of all new-vehicle sales. Unlike registration data with a 90-day lag or look-alike modeling, Urban Science® uses verified purchase behavior – resulting in audiences with a purchase rate of 2.5x higher than our leading competitors. Platforms gain access to real automotive buyers with true purchase propensity, not assumptions.



### REAL-WORLD DATA, REAL-TIME ADVANTAGE

When you're competing for advertising budgets, effectiveness is everything. In-MarketAudiences™ from Urban Science® will help you prove it – giving your users the precision and performance metrics that keep budgets growing.



### PURPOSE-BUILT FOR PERFORMANCE

Designed to integrate across tiers and campaign types, our audiences deliver:



**Highly Targeted Precision:** Predictive modeling that pinpoints who's most likely to buy – compatible with additional data layers within platforms, e.g., geos, demos and more.



**Any Segment, Any Time:** Access to every vehicle segment, including EVs.



**Competitive Conquesting:** Engage those predicted to buy from competing brands – fully customizable to campaigns.



**Model-Level Granularity:** Deliver high-performing auto audiences tailored to campaign objectives – brands, segments and specific models – including existing or new launches.

\*Sales data refers to vehicle unit sales and does not represent vehicle price or revenue.

## TARGETING PRECISION

Select from a wide array of audiences across makes, models and vehicle segments.

### Make and Model Intenders\*\*

Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, Genesis, GMC, Honda, Hyundai, Infiniti, Jeep, Kia, Land Rover, Lexus, Mazda, Mercedes Benz, MINI, Mitsubishi, Nissan, RAM, Subaru, Toyota, Volkswagen, Volvo. Other brands may be available.

### Vehicle Segment Intenders

Mini SUV, Compact SUV, Luxury-Compact SUV, Mid-Size SUV, Luxury-Mid-Size SUV, Large SUV, Luxury-Large SUV, Mid-Size Pickup, Full-Size Pickup, Minivan, Full-Size Van, Subcompact Car, Compact Car, Luxury-Compact Car, Compact Sports Car, Mid-Size Car, Luxury-Mid-Size Car, Mid-Size Sports Car, Large Car, Luxury-Large Car, Luxury-Premium Sports Car. Other segments may be available.

### Total Vehicle Segment Intenders

Total Non-Luxury In-Market, Total Luxury Car In-Market, Total Truck In-Market, Total Luxury In-Market, Total SUV/CUV In-Market, Total EV/PHEV In-Market, Total Car In-Market, Total Luxury SUV In-Market. Other total segments may be available.

\*\*Make and model audiences are available only to same-brand advertisers, and competitive lists are generated to ensure no single brand accounts for a significant percentage of the last sales among households selected and are available when selecting three or more competitive brand intenders. These audiences are subject to availability.



## DATA SPEED

Our models focus on daily sales data and refresh monthly with a complete purge-and-replace update – meaning you're always activating against the latest in-market buyers. New shoppers enter, recent buyers exit and your user's campaigns stay in sync with the real marketplace.



## COMPATIBILITY

In-MarketAudiences™ are available on all major platforms, offering seamless integration across your digital ecosystem.



Any Platform  
You Use



To find out more, visit [urbanscience.com/media/platforms](http://urbanscience.com/media/platforms).

