

IN-MARKETAUDIENCES™ 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 Conquering: 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.



To find out more, visit
urbanscience.com/media/platforms.

