URBAN SCIENCE®

SUPPRESSIONAUDIENCES™
PLATFORMS

Because we capture up to 96% of daily automotive sales data*, your platform can understand who's in market and who's out faster than anyone. That intelligence powers SuppressionAudiences™, enabling platforms to automatically remove out-of-market shoppers from your user's targeting and ensure every marketing dollar drives measurable impact.

MAXIMIZE IMPACT, MINIMIZE WASTE

Designed to help your user's campaigns perform better across every channel:

Instant ROAS Gains: Eliminate wasted impressions by dynamically removing recent vehicle purchasers through real-time updates across platforms.

Smarter Budget Allocation: Give your users an efficiency boost by ensuring ad dollars reach people still in-market — not those who've already converted.

Refined Targeting Strategy: Help your platform users reallocate spend from low-impact audiences to high-intent prospects. Our proprietary buyer history and lineage data ensure your users keep repeat buyers in play — maximizing reach without missing true opportunities.

Better Customer Experience: Prevent media fatigue by stopping post-purchase ads that frustrate customers and hurt brand trust.
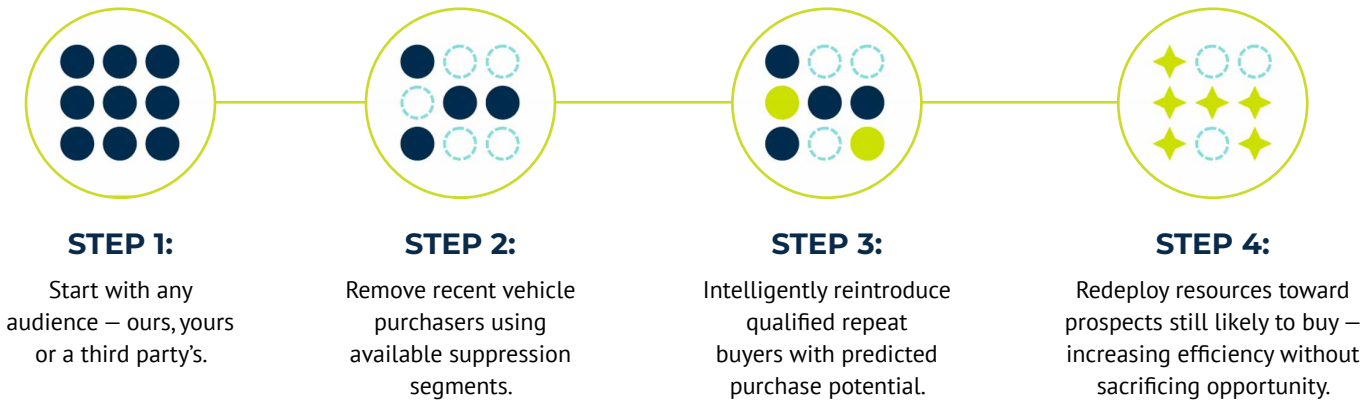
Current Suppression Segments:

6-Month Luxury

6-Month Non-Luxury

6-Month Total In-Market

12-Month Luxury

12-Month Non-Luxury

12-Month Total In-Market

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

HOW IT WORKS

Our SuppressionAudiences™ integrate seamlessly into an advertiser's targeting strategy:

STEP 1:
Start with any audience — ours, yours or a third party's.

STEP 2:
Remove recent vehicle purchasers using available suppression segments.

STEP 3:
Intelligently reintroduce qualified repeat buyers with predicted purchase potential.

STEP 4:
Redeploy resources toward prospects still likely to buy — increasing efficiency without sacrificing opportunity.

Suppression can be applied via exclusion, anti-targeting or Boolean "if/then" logic, depending on platform support. If a record is in our SuppressionAudiences™, it's automatically removed from a targeting list.

INCREASED EFFICIENCY

In studies, advertisers were able to reinvest up to 15% of their in-market ad budget after applying Urban Science Suppression to their audiences. This gain in efficiency helps you better reach engaged, in-market customers, making the most out of your media dollars and increasing your chances to drive relevant traffic and sales results.

COMPATIBILITY

SuppressionAudiences™ are ready for activation on all major platforms — seamlessly fitting within your user's digital ecosystem for faster deployment and measurable performance gains.
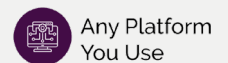
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To find out more, visit
urbanscience.com/media/platforms.