


# Top four digital audiences for the Automotive industry for 2024


As the digital landscape continues to evolve, marketers in the Automotive industry must stay informed on emerging audience trends and activation strategies to develop impactful marketing initiatives.

Our recently released [2024 Digital audience trends and predictions report](#) offers valuable data-driven insights, including the top four digital audiences for the Automotive industry. Derived from our main report, this guide provides audience-centric insights specific to the Automotive industry, so you can confidently develop marketing strategies that resonate with your target audience.


In the Automotive industry, Experian is seeing third-party data audience activation in four major data categories:




Automotive



Lifestyle and Interests

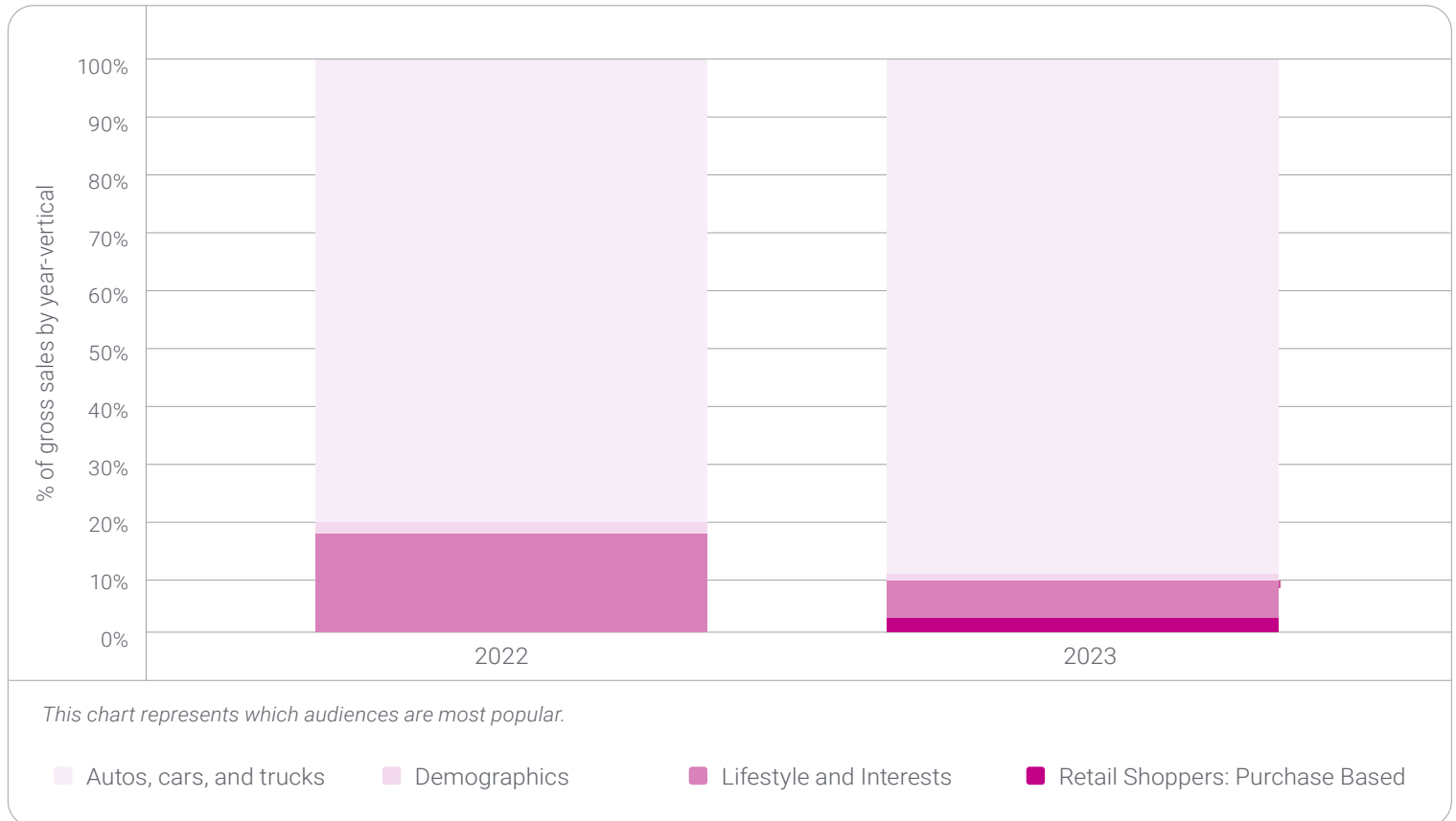


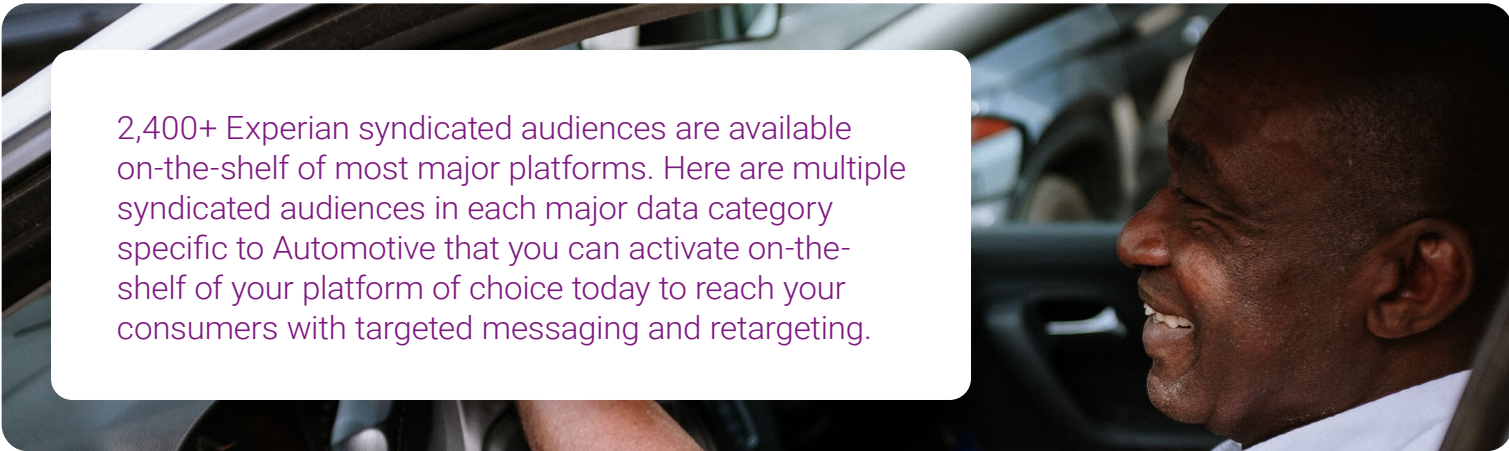
Retail Shoppers: Purchase Based



Demographics

Breakdown of top digital audiences for the Automotive industry: 2022–2023





2,400+ Experian syndicated audiences are available on-the-shelf of most major platforms. Here are multiple syndicated audiences in each major data category specific to Automotive that you can activate on-the-shelf of your platform of choice today to reach your consumers with targeted messaging and retargeting.



## Autos, cars, and trucks

### In Market

#### [Autos, Cars and Trucks > In Market-New/Used > New Car](#)

Consumers who are likely to be in the market to buy a new car in the next 180 days.

#### [Autos, Cars and Trucks > In Market Switchers > CUV SUV](#)

Consumers who are likely to switch to a new vehicle type. These audiences are likely to be in the market to buy a CUV/SUV in the next 180 days.

#### [Autos, Cars and Trucks > In Market-Fuel Type > Electric](#)

Consumers who are likely to be in the market to buy an Alternate Fuel Electric vehicle in the next 180 days.

### Ownership

#### [Autos, Cars and Trucks > Ownership-Fuel > Hybrid](#)

Consumers who are likely to currently own a Hybrid vehicle.

#### [Autos, Cars and Trucks > Ownership Switchers > Alternative Fuel \(electric, hybrid\)](#)

Consumers who are likely to currently own an Alt-Fuel vehicle.

### Aftermarket

#### [Autos, Cars and Trucks > Aftermarket > DIY Auto Part Store Shoppers](#)

This Auto aftermarket audience indicates consumers' likelihood to be DIY Auto Part Store Shoppers.

#### [Autos, Cars and Trucks > Aftermarket > DIFM Prefers Service Ctr for Car](#)

This Auto aftermarket audience indicates consumers' likelihood to prefer Aftermarket Service Centers for their car.



Advertisers are always interested in understanding who is in-market for a vehicle as well as what vehicles consumers currently own.

*Michael Kraut, Vice President, OEM Sales Experience, Experian Automotive*





## Lifestyle and Interests

### Lifestyle and Interests (Affinity) > Purchase Behavior > Presence of Automobile

This segment contains consumers who are likely to own an automobile.

### Lifestyle and Interests (Affinity) > Moms, Parents, Families > Gen X Mothers (1965-1979)

This segment includes consumers who are likely mothers born between 1965-1979.

### Lifestyle and Interests (Affinity) > Occupation > Military – Active

This segment contains consumers who are likely to be active in the military.



Lifestyle and Interest audiences allow automotive marketers to continue to fine-tune their intended audience as well as the message to that audience, focusing on their habits and way of life. Everyone wants a message that is specific to them, and not generic content. Lifestyle audiences allows automotive marketers to further fine-tune their message to break through the noise in the automotive marketplace.

*Michael Kraut, Vice President, OEM Sales Experience, Experian Automotive*



## Retail Shoppers: Purchase Based

### Retail Shoppers: Purchase Based > Automotive (Cars & Trucks) > Auto Parts & Accessories: Frequent Spenders

Likely frequent spenders at auto parts and accessory stores (e.g. AutoZone, NAPA Auto Parts).

### Retail Shoppers: Purchase Based > Automotive (Cars & Trucks) > Gas Spenders: Frequent Spenders

Likely frequent spenders at gas stations (e.g. Chevron/Texaco, Exxon Mobile).

### Retail Shoppers: Purchase Based > Automotive (Cars & Trucks) > Auto Service & Repair Shops: Frequent Spenders

Likely frequent spenders at auto service and repair shops (e.g. Midas, Goodyear Tire & Rubber).



In our current economic climate, advertisers are also interested in targeting customers to service or repair their current vehicles. Many vehicle owners are keeping their vehicles for longer periods given continued restricted new and pre-owned inventory, as well as high purchase prices and interest rates.

*Michael Kraut, Vice President, OEM Sales Experience, Experian Automotive*





## Demographics

### Household Income

[Demographics > Household Income \(HHI\) > \\$40,000-\\$49,999](#)

This segment includes consumers who are likely to have an estimated household income of \$40,000-\$49,999.

[Geo-Indexed > Demographics > Household Income: \\$100,000-\\$124,999](#)

Indicator for Households within a geo-level Block Group that index-highly for Household Income: \$100,000-\$124,999 against an overall population average.

### Presence of Children

[Demographics > No Presence of Children > Age: 0-18](#)

This segment contains consumers not likely to have children between 0 to 18 years old in a household.

### Education

[Demographics > Education > Bachelor Degree](#)

This segment contains individuals who are likely to have a bachelor's degree.

[Demographics > Education > High School Diploma](#)

This segment contains individuals likely to have completed high school.



Automotive marketers always want to provide as targeted a message as possible in their campaigns. Using demographic insights allows marketers to fine-tune their message for the intended audience.

*Michael Kraut, Vice President, OEM Sales Experience, Experian Automotive*



Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

[Connect with our audience team →](#)

For more expert advice and access to our predictions for digital activation for 2024, download our 2024 Digital audience trends and predictions report today.

[Access the full report](#)

