



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.



Crossover Utility Vehicle Audience Insights



Insights about new, retail CUV registrations and in-market consumers.



New, Retail Individual Registrations for last 12 Months



16.9M New, Retail Registrations



51% New, Retail Registrations are CUVs

Attributes of In-Market Buyers

- Top Web Content Preferences
- Frequented Websites / Apps
- Top CTV Sellers
- Top Audio Sellers
- Channel Distribution Snapshot



R12M New Retail Individual Registrations For CUVs

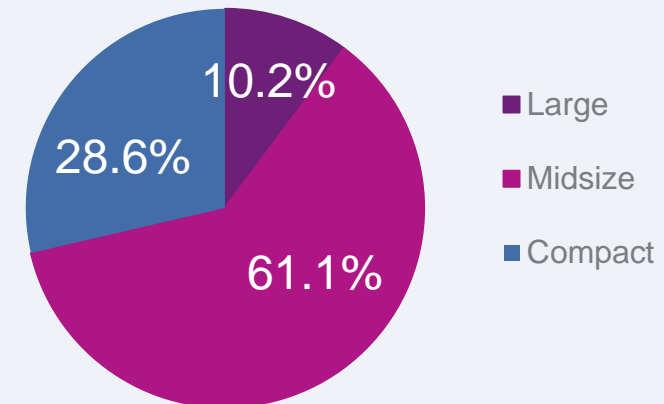
51%

of all new, retail registrations were
for CUVs

6M+

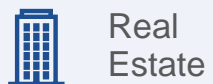
CUV Registrations

% of Registrations by CUV Sub Segment



Reach the In-Market CUV Audience with a Consolidated, Omnichannel Strategy

Top Web Content Preferences



Real Estate



Catering



Self Improvement



Spas & Massages

Source: The Trade Desk Platform data, US, June 2024

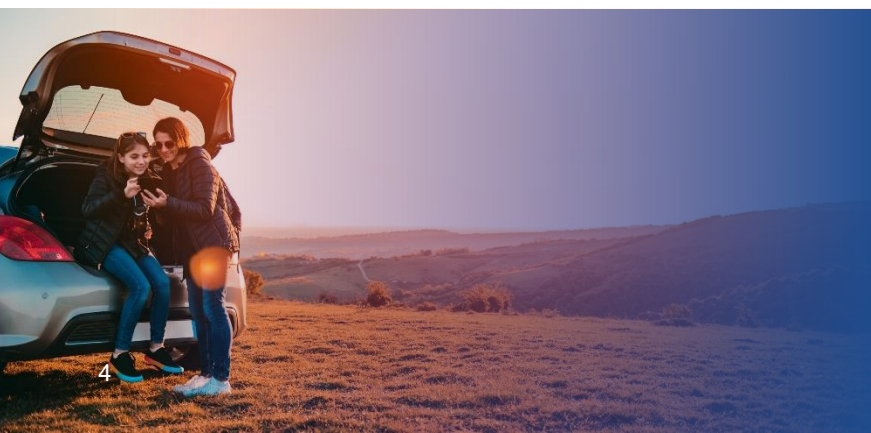
Channel/Device Snapshot for In-Market Audience

66% impressions delivered on CTV

22% impressions delivered on Mobile

24 different CTV sellers make up 95% of CTV impressions

Source: The Trade Desk Platform data, US, June 2024



Top 5 Model Market Share Data

New Retail Individual Non-Luxury CUV Registrations

Toyota RAV4	8.0%
Honda CR-V	7.9%
Nissan Rogue	3.8%
Subaru Forrester	3.2%
Chevrolet Equinox	3.2%

Toyota
 is the Market Share Leader for Non-Luxury CUVs with **14.9%** of Market Share by Make



Top 5 Model Market Share Data

New Retail Individual Exotic & Luxury CUV Registrations

Tesla Model Y	26.1%
Lexus RX	7.0%
Lexus NX	4.8%
BMW X5	4.1%
BMW X3	3.4%

Tesla
 is the Market Share Leader for
 Exotic & Luxury CUVs with
28.0%
 of Market Share by Make




Open Internet Snapshot of the In-Market Audience for CUVs





In-Market for CUVs

Top Web Content Preferences


 Real Estate

 Catering

 Self Improvement

 Spas & Massages

Frequented Websites/Apps

 Words of Wonder







24 unique CTV sellers make up **95%** of CTV impressions

Top CTV Seller Examples:



Top Audio Seller Examples:



Channel Distribution Snapshot

66% CTV

17% Mobile

7% Display

6% Mobile Video

2% Video

1% Native

1% Audio



Summary

Partnering together to turn automotive data insights into advertising action.

Our Partnership

The Trade Desk is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices cross the open internet on channels including audio, digital out of home, mobile, display and Connected TV. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit thetradedesk.com

Experian Automotive and The Trade Desk are committed to developing solutions that balance advertiser needs with consumer privacy. The Trade Desk's clients can now access over 2,400 syndicated audiences across eight verticals, including over 750 audiences by make, model, make & model, fuel type, price, vehicle age and more.

Going forward

To get access to the latest Experian Automotive Consumer Trends Quarterly Reports, visit us at: www.experian.com/automotive/auto-consumer-trends-form. To learn more about Experian's marketing products and services, contact your local Experian sales representative today or call 888.409.2204.



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