



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.



Electric Vehicle Audience Insights



What do we know about new, retail electric vehicle registrations and the consumers who are in-market to buy them?



New, Retail Individual Registrations in 2023



11.8M New, Retail Registrations



8+% New, Retail Registrations are EVs

Attributes of In-Market Buyers

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



2023 New Retail Individual Registrations For Electric Vehicles

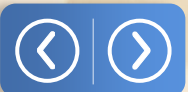
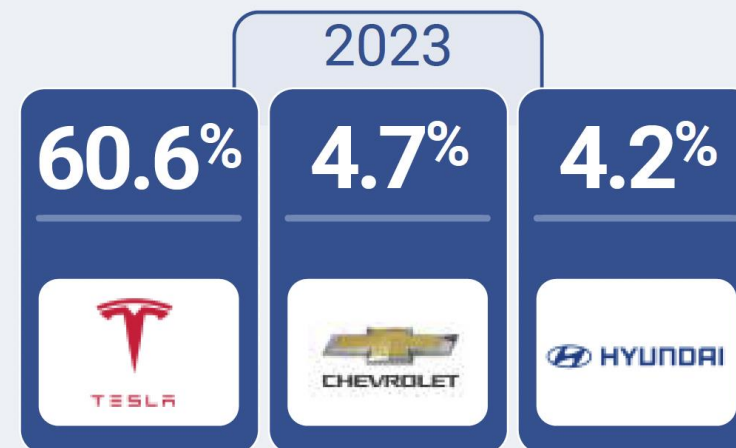
8+%

of all new, retail registrations were
for electric vehicles

1M+

Electric Vehicle Registrations

Top 3 Make Market Share



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

Top Web Content Preferences



Pet Accessories



Real Estate News/Advice



Shopping Blogs



Book Reviews

Source: The Trade Desk Platform data, US, May 2024, last 90 days

Channel/Device Snapshot for In-Market Audience

62% impressions delivered on CTV

25% impressions delivered on Mobile

23 different CTV sellers make up 95% of CTV impressions

Source: The Trade Desk Platform data, US, May 2024, last 90 days



Top 5 Model Market Share Data

New Retail Individual Electric Vehicle Registrations

Tesla Model Y	36.8%
Tesla Model 3	19.6%
Volkswagen ID.4	3.4%
Ford Mustang Mach-E	2.9%
Chevrolet Bolt EUV	2.8%

Tesla Model Y

Market Share is up 5+ percentage points from 2022 to 2023







Open Internet Snapshot of the In-Market Audience for Electric Vehicles



In-Market for EVs

Top Web Content Preferences

-  Pet Accessories
-  Real Estate News/Advice
-  Shopping Blogs
-  Book Reviews

Frequented Websites/Apps

-  **Pocket FM**
-  Words of Wonder Crossword
-  **WeatherBug**
-  **tumblr**

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

Top CTV Seller Examples:

Paramount+



Top Audio Seller Examples:

 **iHeartRADIO**



Channel Distribution Snapshot

- 62% CTV
- 19% Mobile
- 6% Mobile Video
- 8% Display
- 3% 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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