



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.



Sport Utility Vehicle (SUV) Audience Insights



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



New, Retail Individual Registrations in the last 12 Months



14.9M New, Retail Registrations



13% New, Retail Registrations are SUVs

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 SUVs

13+%

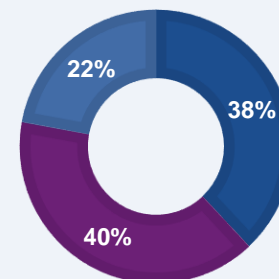
of all new, retail registrations
were for SUVs

1.5M+

SUV Registrations

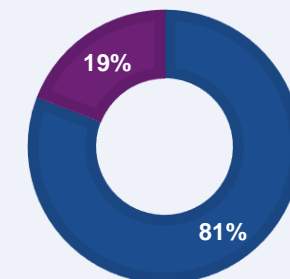
Market Share

BY SUB-SEGMENT



■ Compact ■ Midsize ■ Large

BY VEHICLE CLASS



■ Exotic & Luxury ■ Non-Luxury



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

Top Web Content Preferences



Pet Accessories



Education



Food Trends



Spas & Massages

Source: The Trade Desk Platform data, US, May 2024, last 30 days

Channel/Device Snapshot for In-Market Audience

64% 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 30 days

Top 5 Make Market Share Data

New Retail Exotic and Luxury SUV Registrations by Make for Last 12 Months

Mercedes-Benz	25.2%
Land Rover	21.1%
Cadillac	12.2%
Infiniti	11.1%
Lexus	10.3%

Mercedes-Benz

Is Market Share Leader for Exotic and Luxury SUVs by Make



Top 5 Make Market Share Data

New Retail Non-Luxury SUV Registrations by Make for Last 12 Months

Jeep	25.1%
Ford	21.5%
Chevrolet	17.0%
Toyota	10.3%
Honda	8.3%

Jeep

Is the Market Share Leader for Non-Luxury SUVs by Make

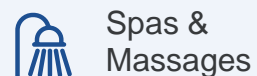
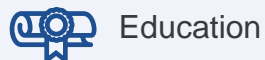


Open Internet Attributes of the In-Market Audience for SUVs



In-Market for SUVs

Top Web Content Preferences



Frequented Websites/Apps



23 unique CTV sellers make up 95% of CTV impressions

Top CTV Seller Examples:



Top Audio Seller Examples:



Channel distribution snapshot

64% CTV

19% Mobile

8% 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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