



EXPERIAN AUTOMOTIVE

# Experian Automotive and The Trade Desk

Partnering to turn automotive  
data insights into advertising action.



# Pickup Truck Audience Insights



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



## New, Retail Individual Registrations in Q3 2024



15.6M New, Retail Registrations



17.4% of New, Retail Registrations are Pickup Trucks

## Attributes of In-Market Buyers

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



# 2024 New Retail Individual Registrations For Pickup Trucks

**17.4%**

of all new, retail registrations were for electric vehicles

**2.7M+**

New, Retail Pickup Truck Registrations

## Top 5 Make Market Share %

Ford	<b>26.9%</b>
Chevrolet	<b>22.9%</b>
GMC	<b>14.5%</b>
Toyota	<b>14.2%</b>
Ram	<b>10.8%</b>



# Reach the In-Market for Pickup Truck Audience with a Consolidated, Omnichannel Strategy

## Top Web Content Preferences



Home & Garden



Education



Outdoor Activities



Food & Drink

## Channel/Device Snapshot for In-Market Audience

**18%** impressions delivered on CTV

**57%** impressions delivered on Mobile devices

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



## Top 5 Model Market Share Data

New Retail Individual Pickup Truck Registrations

Chevrolet Silverado 1500	14.5%
Ford F-150	13.4%
GMC Sierra 1500	9.1%
Toyota Tacoma	7.4%
Toyota Tundra	6.8%

### The Ford Lightning

is the top New, Retail EV pickup truck for the last 12 months.







# Open Internet Snapshot of the In-Market Audience for Pickup Trucks



In-Market for Pickup Trucks

## Top Web Content Preferences

-  Home & Garden
-  Education
-  Outdoor Activities
-  Food & Drink

## Frequented Websites/Apps

*Weekend Craft*

**Golf Distillery**

**AccuWeather**

**Toni's recipes**

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

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Top CTV Seller Examples:

*Paramount+*

**ROKU** 

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Top Audio Seller Examples:

 **iHeartRADIO**

**pandora**

**TUNE IN**

## Channel Distribution Snapshot

- 45%** Mobile
- 18%** CTV
- 15%** Display
- 12%** Mobile Video
- 5%** Video
- 3%** Native
- 2%** Audio



# Summary

Partnering 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](https://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](https://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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