



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.



Van Audience Insights



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



New, Retail Individual Registrations for last 12 Months



15.3M New, Retail Registrations



2% New, Retail Registrations are Vans

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 Vans

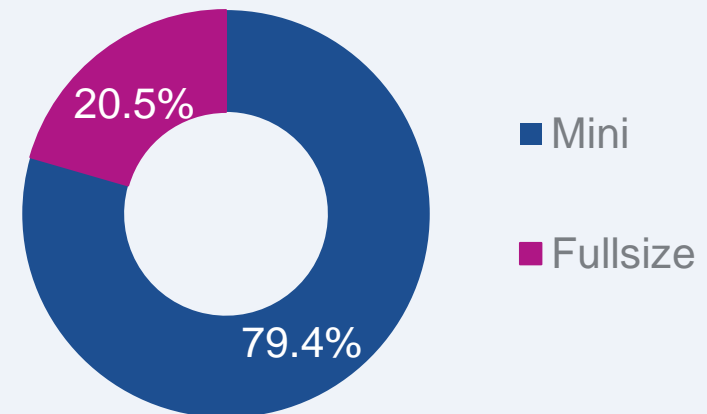
2%

of all new, retail registrations were
for vans

245K+

Van Registrations

% of Registrations by Sub Segment



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

Top Web Content Preferences



Commercial Real Estate



Education



Community



Sports Blogs

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

Channel/Device Snapshot for In-Market Audience

59% impressions delivered on CTV

27% 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 Luxury and Non-Luxury Van Registrations

Honda Odyssey	27.3%
Toyota Sienna	19.3%
KIA Carnival	16.7%
Chrysler Pacifica	13.5%
Mercedes-Benz Sprinter	9.3%

Honda

is the Market Share Leader for
Vans by Make







Open Internet Snapshot of the In-Market Audience for Vans

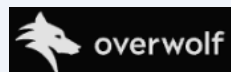


In-Market for Vans

Top Web Content Preferences

-  Commercial Real Estate
-  Education
-  Community
-  Sports Blogs

Frequented Websites/Apps



23 unique CTV sellers make up 95% of CTV impressions

Top CTV Seller Examples:



Top Audio Seller Examples:



Channel Distribution Snapshot

- 59% CTV
- 20% Mobile
- 9% Display
- 7% Mobile Video
- 3% Video
- 2% 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.



Experian Automotive
1515 E. Woodfield Rd., Suite 500
Schaumburg, IL 60173
T: 1 888 409 2204
www.experianautomotive.com

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