

Plateauing US automotive sales



New vehicle sales have leveled-off around

17 million units

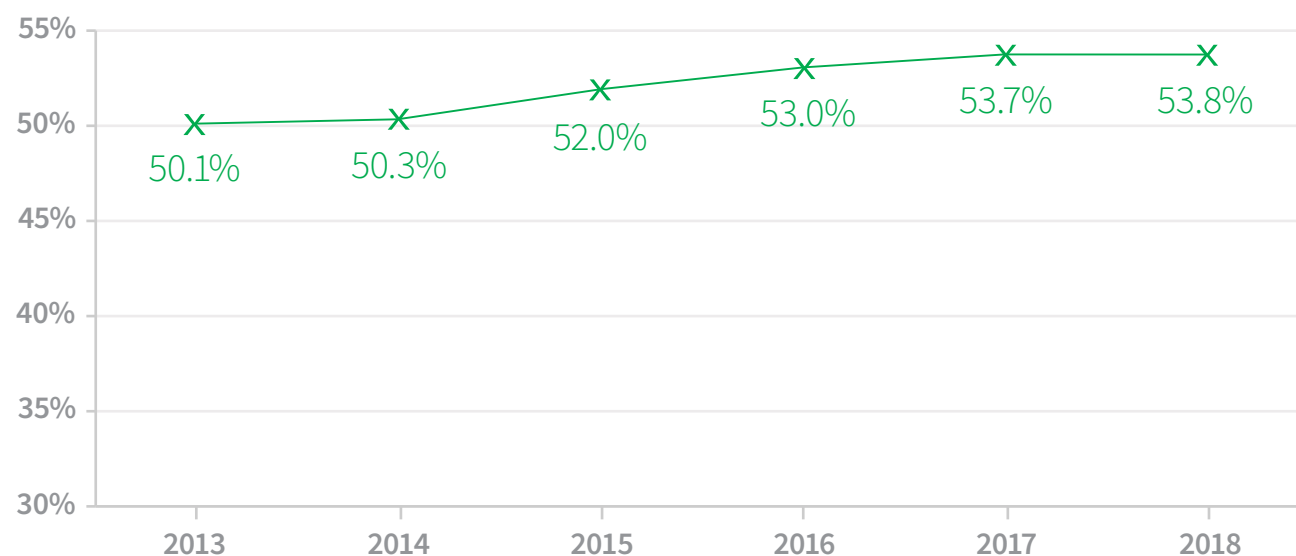
making sales volume growth a challenge

Brand loyalty is at an all-time high



54%

of current new vehicle owners are returning to the same brand



With a flat market and increased loyalty, finding competitive owners who are most receptive to your brand is your best path to sales growth

Activate on Insights



Over 1,600 different types of audiences—owner, loyalty, in-market—ready for activation



Identify who is and is not loyal to you and your competitors and **target** them accordingly



Custom audiences available to fit specific campaign objectives



Polk Predictive Audiences are up to **10x more likely** to buy the target vehicle than the general population



Port your audience strategy to the platforms and channels that reach your best prospects

Tracking Sales is only the beginning



Daily Sales Measurement available for all audiences and channels, in any format



Faster measurement allows you to **validate and profile your audience** to optimize your targeting and marketing efforts mid-flight with the best data in the industry



Powered by complete US **census/geographic coverage** of new and used vehicle transactions, not sample data, IHS Markit offers the most comprehensive, reliable insight into audience targeting and marketing efforts

Learn more at
ihsmarkit.com/automarketing