



ARE YOUR MARKETING EFFORTS TARGETING THE RIGHT DRIVER?

WHO'S REALLY BEHIND THE STEERING WHEEL?

Out on the road each day, we pass hundreds of people we know nothing about - except what car they drive. Somehow that's enough for us to start making assumptions about who these people are. We might reason that a car is one of the most expensive purchases a person will make, and the decision is heavily influenced by personal and situational factors. But how accurate are these assumptions?

To test whether car ownership is a good shortcut to understanding people, we ran tests against 6.5 million users on our proprietary network and created a detailed set of profiles for U.S. car buyers. These contained demographic characteristics such as income, as well as behavioral patterns ranging from shopping habits to music preferences. We found some assumptions were validated by the data, but there were **three auto types** that were often misunderstood.

PICKUP

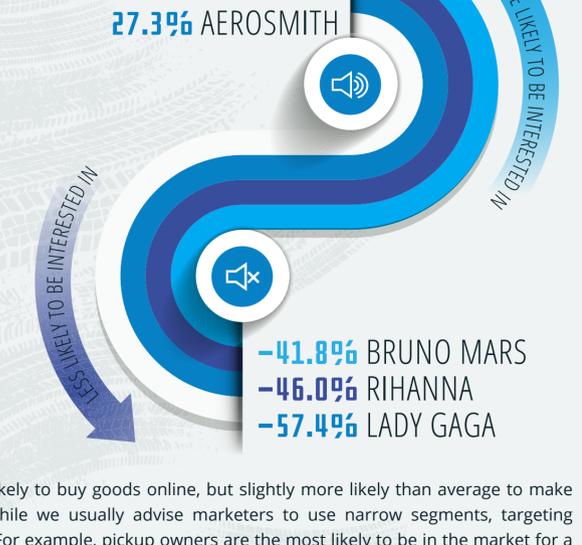
FORD F-SERIES, CHEVY SILVERADO, DODGE RAM, TOYOTA Tacoma

MAKEUP OF A DRIVER: Pickup trucks can readily serve as family cars or even luxury cars. Those who embrace stereotypes about pickup truck drivers are found where pickup trucks aren't popular - cities including New York, Washington DC, San Francisco, and Boston. Anyone living where pickup trucks are popular - including the cities of **Dallas, Houston, Denver, Minneapolis, and Phoenix** - will tell you that driving a pickup is more about culture than anything else.



MUSIC

Do you like to sing along to Blake Shelton? He is the musical act that this consumer group is most likely to show interest in. On the opposite end of the spectrum, Lady Gaga is the musical artist drivers of pickup trucks are least interested in.



PURCHASES

Drivers of pickup trucks are far less likely to buy goods online, but slightly more likely than average to make purchases in the luxury category. While we usually advise marketers to use narrow segments, targeting generically can sometimes be useful. For example, pickup owners are the most likely to be in the market for a major appliance and the second most likely to be buying children's wear.

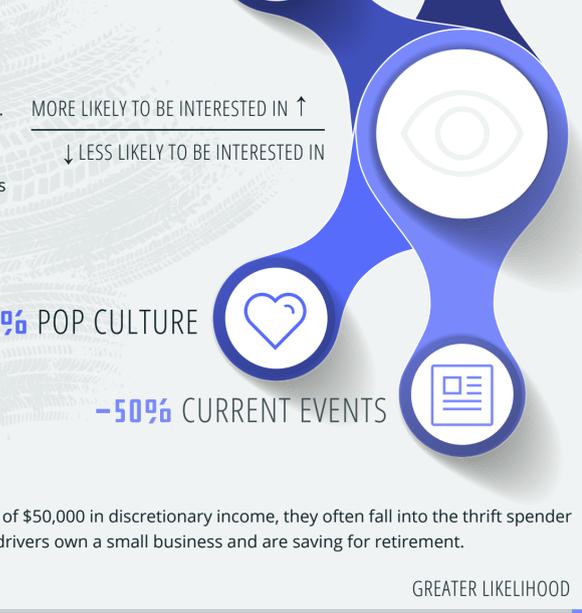


SUV

FORD EXPEDITION, CHEVY TAHOE, GMC YUKON, CADILLAC ESCALADE

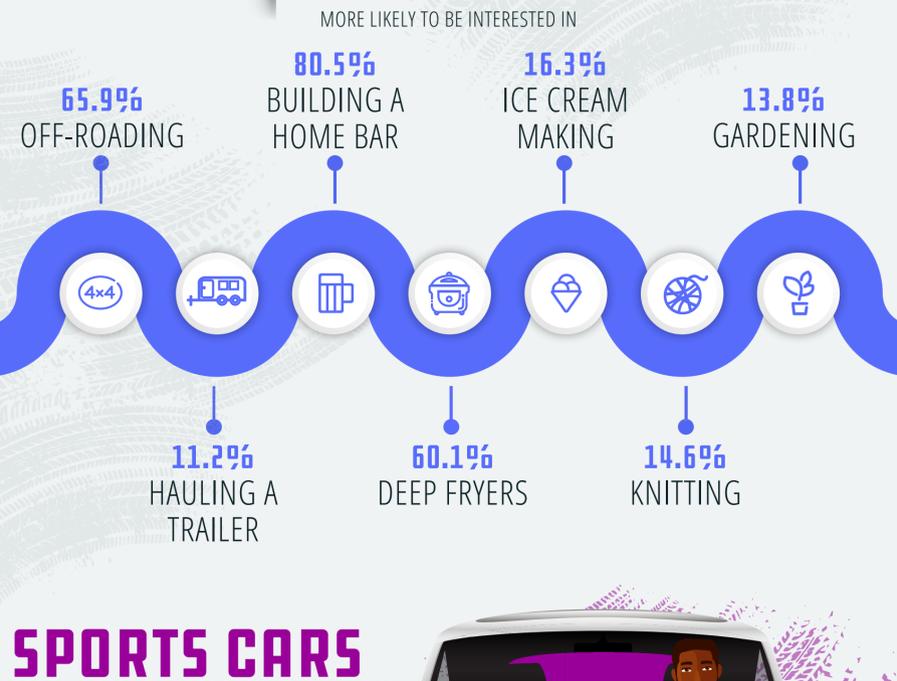
MAKEUP OF A DRIVER: SUVs were once a quintessentially American vehicle, but that mantle has been claimed by car-based Crossovers. Now that the soccer moms and suburban commuters have moved on, you could say the old SUV stereotype has reemerged. It's a much more distinctive audience.

IDEOLOGY SUV drivers are conservative in many respects and tend to live in rural areas. They're interested in religion and the Republican party, show relatively little interest in popular culture, and are less likely to follow the news.



FINANCE

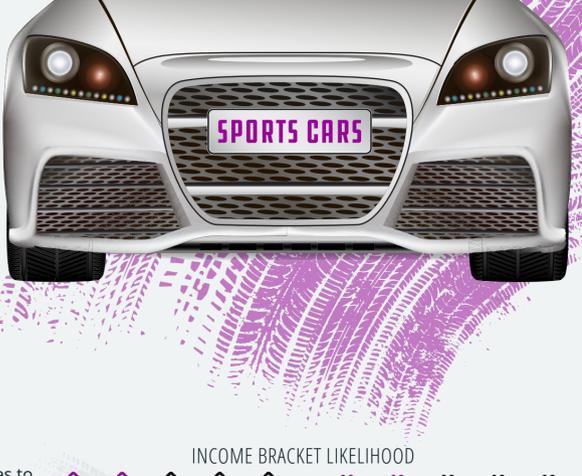
While many SUV drivers have upwards of \$50,000 in discretionary income, they often fall into the thrift spender category. We also find that many SUV drivers own a small business and are saving for retirement.



SPORTS CARS

FORD MUSTANG, MAZDA MX-5, CHEVY CORVETTE, NISSAN GT-R

MAKEUP OF A DRIVER: Sports car buyers are almost always male and most likely can be bucketed into two age groups, in their twenties or their forties. And yet, even in this extreme case, demographics aren't especially powerful when it comes to ad targeting. Our system still finds it more efficient to identify sports car buyers through an interest in auto technology and engineering.



INCOME

The typical indicators of a likely auto shopper aren't predictive when it comes to sports cars. Even users who are pricing options and comparing dealers are more likely to be window shoppers than serious buyers. Our data shows that users tend to fall within two income segments - \$30,000 to \$40,000 and over \$250,000 - but there are seven times as many users in the lower income group.



ENTERTAINMENT & LEISURE

Publishers of sports car content might not need to distinguish between buyers and window shoppers, and can embrace users with an outstretched interest in video games or theme parks. For auto dealers, we advise looking more closely at specific interests to ensure that a qualified audience is reached. These indicators are more powerful than income data because they also relay information about the consumer's personality and priorities.

Each percentage reflects the likelihood of a specific car buyer profile to show an interest in a topic or exhibit a specific quality, as compared against the U.S. population as a whole.

Please contact sales@exponential.com for more information about how to engage auto drivers with our innovative VDX (Video Driven Experience) creative formats and target with our proprietary data.