

Think Alike Playbook

Automotive Audience Targeting

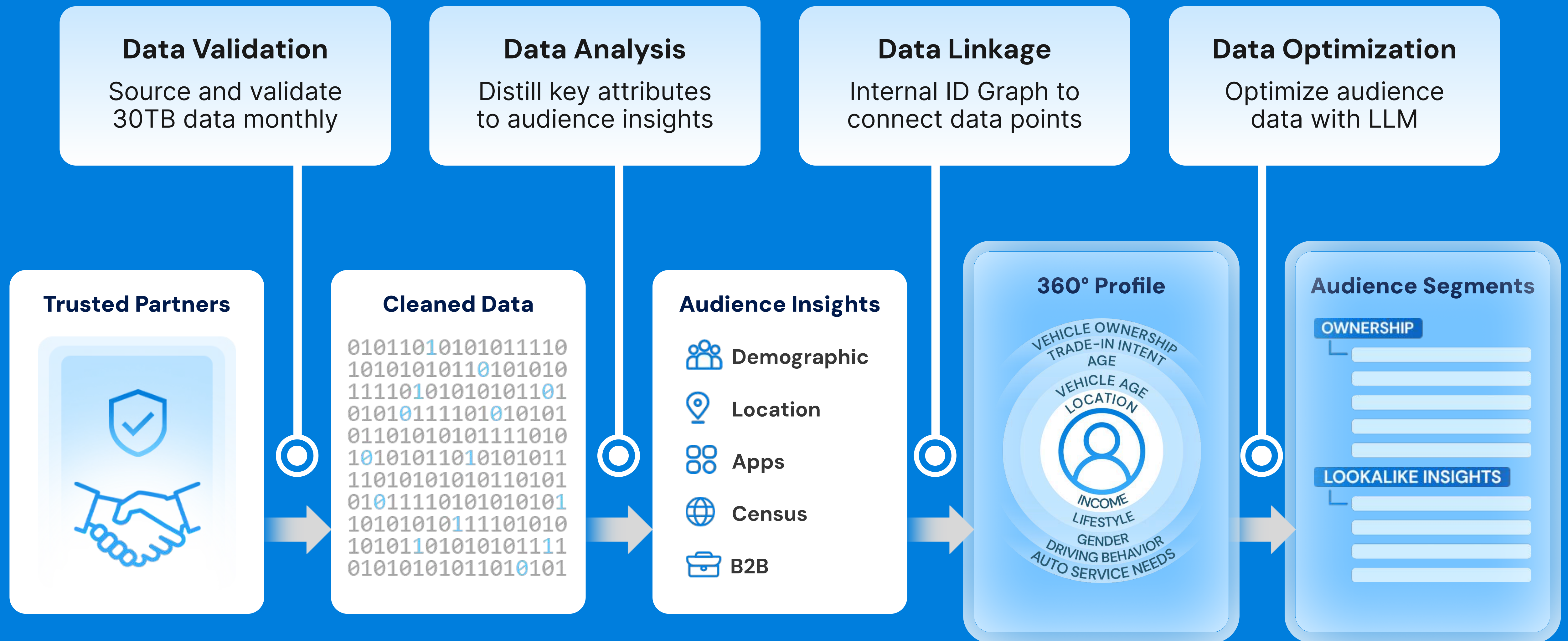
Fuel Campaign Performance with Smarter Auto Audience Targeting

Our Automotive Audience Targeting Segments are built for precision and scale, combining **ownership data, consumer characteristics,** and **auto service intent signals** to enable smarter targeting.

Whether you're reaching EV intenders, trade-in seekers, or luxury car owners, our 1,000+ curated segments are designed to help advertisers plan smarter and target better with confidence in the U.S. market.



Our Methodology



Overview of Automotive Audience Targeting



and more...

Powering Automotive Advertisers with Precision and Scale

DEALERSHIP

Goal: Promote dealership offers for the Ford F-150

Audiences you can reach:

- Rural Countries Drivers
- Pickup Truck Owners
e.g. Toyota Tundra, Nissan Titan, Chevrolet Colorado, etc
- Farm Workers
- Old Vehicle Owners (5+ years)

AUTO SERVICE PROVIDER

Goal: Promote winter tire service ahead of the cold-weather season

Audiences you can reach:

- Mountain States Drivers
- Climate Zones Drivers
e.g. Snow Belt
- Snow Belt Commuters
- High Maintenance Models

CAR BRAND

Goal: Drive awareness for newly launch EV models

Audiences you can reach:

- EV Brands
e.g. Tesla, Hyundai, etc
- EV Models Owners
e.g. Tesla Cybertruck, Tesla Model Y, etc
- Eco-conscious
- Home Charger Buyers

INSURANCE PROVIDER

Goal: Engage young drivers looking for first auto insurance

Audiences you can reach:

- Young Drivers (<22)
- New Cars Owners
- Outdoor Parking
- Young City Professionals

Driver's Profile

Understand who your customers are and drive smarter targeting.
These segments help match campaign offers and messaging to the right audience.

Age



Gender



Educational Level



Location



Lifestage



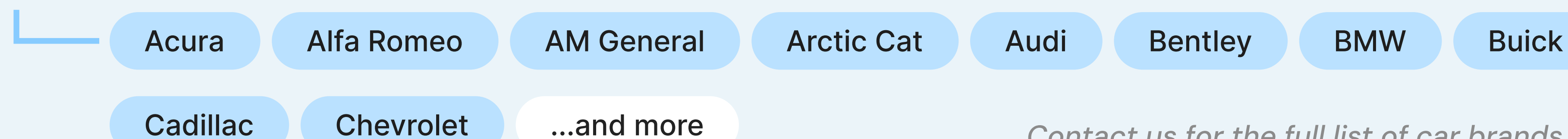
Household Income



Ownership

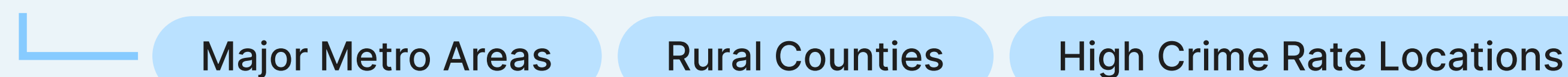
Reach vehicle owners across 62 car brands and over 700 models from leading manufacturers. Our ownership segments also capture detailed vehicle usage patterns, vehicle types, and more, enabling precise and scalable targeting. Below are examples of the available car brand segments.

United States > Automotive > Ownership > Brand

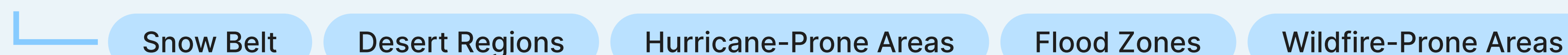


Contact us for the full list of car brands and car models.

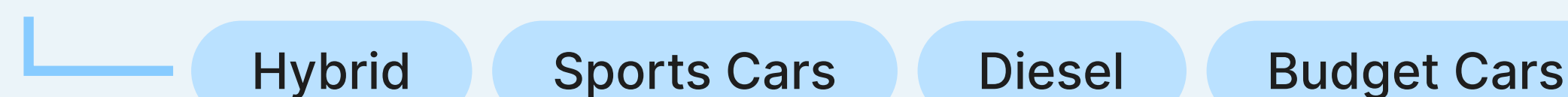
United States > Automotive > Ownership > City-Based



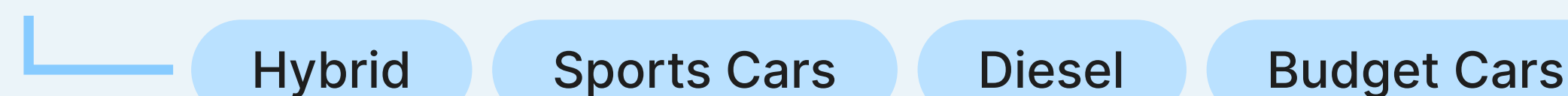
United States > Automotive > Ownership > Climate Zones



United States > Automotive > Ownership > Daily Commute > Long Distance Traveler

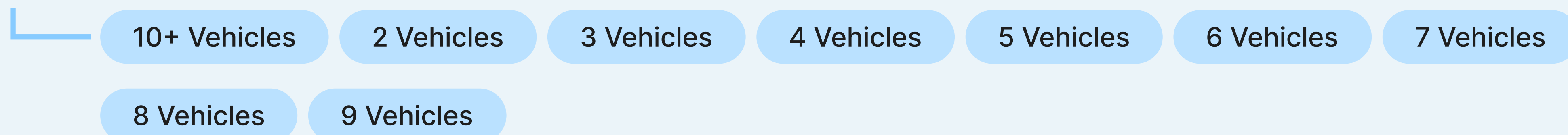


United States > Automotive > Ownership > Daily Commute > Short Distance Traveler

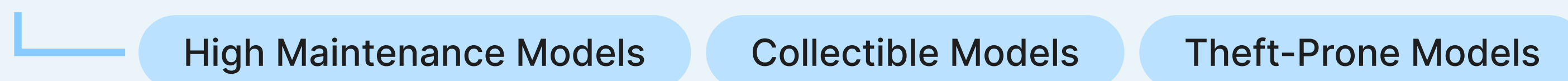


United States > Automotive > Ownership > Mixed Use Households

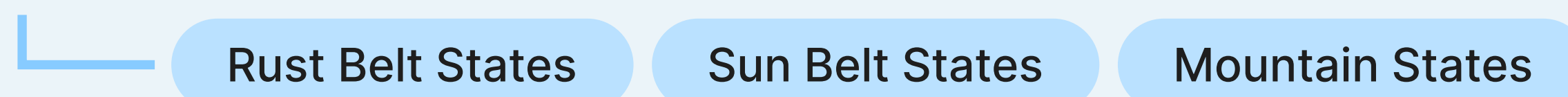
United States > Automotive > Ownership > Number of Vehicles in Household



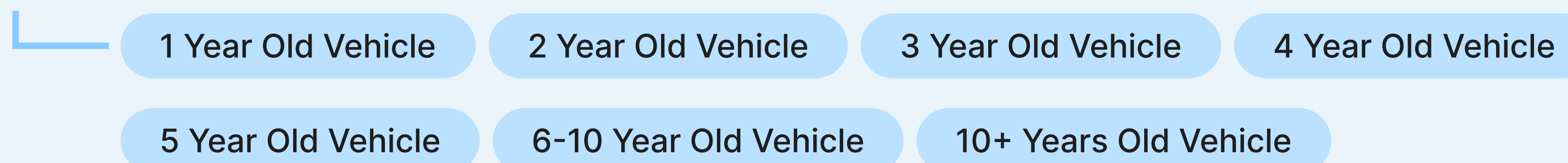
United States > Automotive > Ownership > Special Models



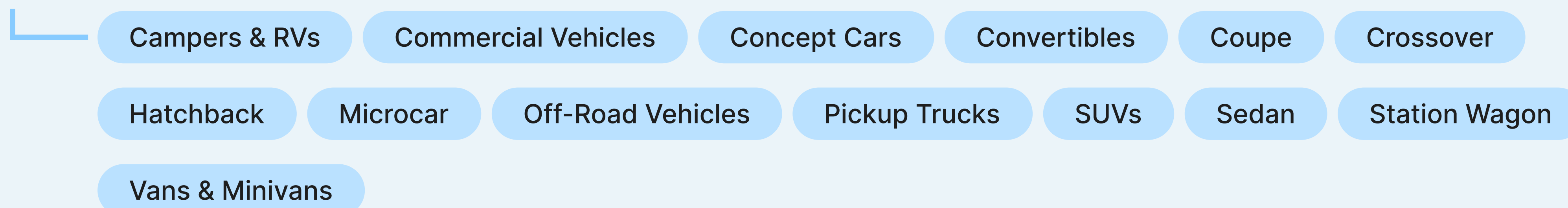
United States > Automotive > Ownership > State-Based



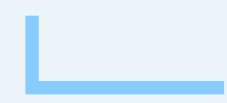
United States > Automotive > Ownership > Vehicle Age



United States > Automotive > Ownership > Vehicle Body Type



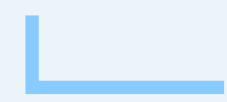
United States > Automotive > Ownership > Vehicle Condition



New Cars

Old Cars

United States > Automotive > Ownership > Vehicle Type



Budget Cars

Classic Cars

Diesel

Driverless Cars

Economic Cars

Hybrid

Alternative Vehicles

High Performance

Luxury Cars

Sports Cars

Exotic Cars

Supercars

SUV and Crossover Owners

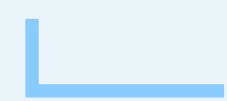
Compact and Subcompact Cars

Mid-Size Trucks

Full-Size Trucks

Luxury Sedans

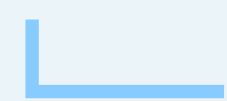
United States > Automotive > Ownership > Vehicle Type > Electric



Standard Range

Extended Range

United States > Automotive > Ownership > Vehicle Type > Business Use

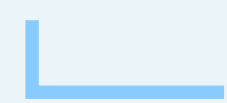


Fleet Vehicles

Rideshare Drivers

Delivery Vehicles

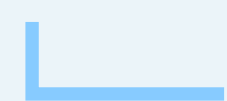
United States > Automotive > Ownership > Vehicle Type > Offroad Performance



Overlanding Vehicles

Rock Crawlers

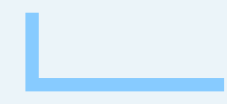
United States > Automotive > Ownership > Vehicle Type > Ultra Luxury



American Ultra Luxury

Imported Ultra Luxury

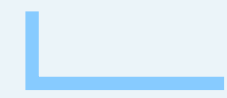
United States > Automotive > Ownership > Vehicle Type > Enthusiast Cars



JDM Imports

Tuner Cars

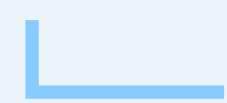
United States > Automotive > Ownership > Vehicle Type > Vintage/Antique Cars



American Classics

Restomods

United States > Automotive > Ownership > Technology Adoption



Smart Car Owners

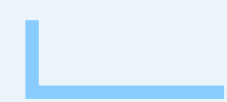
Connected Vehicle Users

Autonomous Vehicle Testers

Lifestyle

Connect with audiences defined by driving behavior and preferences that influence automotive decisions.

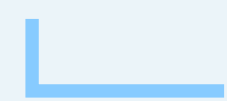
United States > Automotive > Lifestyle > Adventure Off-road Enthusiasts



Overlanders

Mudding Enthusiasts

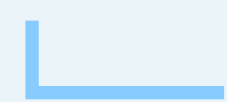
United States > Automotive > Lifestyle > Budget Conscious



Fuel Savers

Thrift Shoppers

United States > Automotive > Lifestyle > Car Enthusiasts



Classics Model Owners

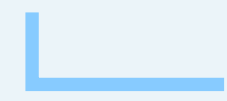
Formula One Lovers

NASCAR Lovers

United States > Automotive > Lifestyle > Cross-brands Switchers

United States > Automotive > Lifestyle > DIY Overhaulers

United States > Automotive > Lifestyle > Eco-conscious

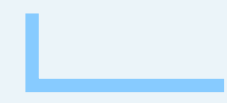


Urban Green

Rural EV Owners

United States > Automotive > Lifestyle > Pet-Friendly Drivers

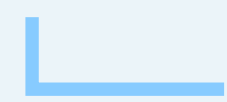
United States > Automotive > Lifestyle > Road Trippers



Retiree Adventures

Glamping Lovers

United States > Automotive > Lifestyle > Rural Drivers



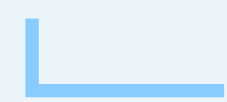
Farm Workers

Small-Town Commuters

United States > Automotive > Lifestyle > College Student Driver

United States > Automotive > Lifestyle > Suburban Families

United States > Automotive > Lifestyle > Urban Daily Commuters

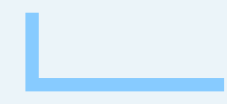


Public Transit Hybrids

Congestion Zone Drivers

United States > Automotive > Lifestyle > Young City Professionals

United States > Automotive > Lifestyle > Urban Luxury



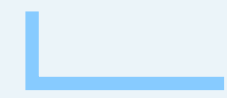
Tech Elite

Luxury Leaseholders

Auto Services

Identify audiences with intent related to vehicle maintenance, upgrades, or service needs.

United States > Automotive > Services > Car Rental Service

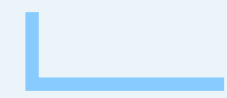


New Car Lover

Holiday Traveller

Car Repairing

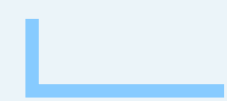
United States > Automotive > Services > Car Subscription Services



Short-Term Renters

New Car Users

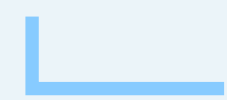
United States > Automotive > Services > Cosmetic Customization



Urban Trends

Cultural Segments

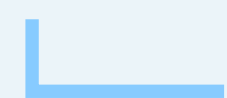
United States > Automotive > Services > Outdoor Parking



Apartment Dwellers

Weather Exposure

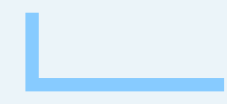
United States > Automotive > Services > Performance Customization



Truck Lift Kits

Exhaust Mods

United States > Automotive > Services > Service Needs

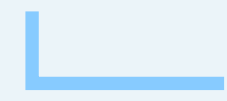


Low Reliability Models

Recall-Prone Models

Old Vehicle

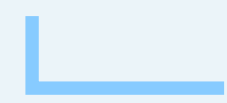
United States > Automotive > Parts and Accessories > EV Maintenance / Accessories



Home Charger Buyers

Public Charger Users

United States > Automotive > Parts and Accessories > Tire/Accessories Buyers



Adhesives

Batteries

Breakpad

Budget Repairers

Engine Oil

Heavy Duty Trucks

Lubricants

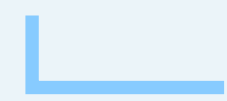
Other Car Parts

Paints

Rust Prevention

Snow Belt Commuters

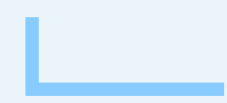
United States > Automotive > Parts and Accessories > Tire/Accessories Buyers > Performance Tire



Track Day Participants

Street Tuners

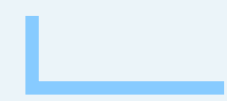
United States > Automotive > Attitudes and Preferences > Beater Cars



Rural Workhorses

Student Drivers

United States > Automotive > Attitudes and Preferences > Environmental Attitudes

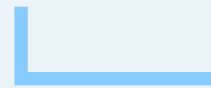


Carbon Offset Participants

Eco-Conscious Drivers

Low Emissions Vehicle Owners

United States > Automotive > Attitudes and Preferences > Trade-In Triggers

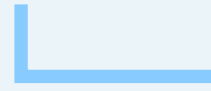


New High-performance Cars Owners

Old Reliable Sedans Owners

Old Family SUVs Owners

United States > Automotive > Attitudes and Preferences > Usage Patterns



Carpoolers

Weekend Drivers

Road Trip Enthusiasts

Occasional Drivers

High Annual Mileage

Low Annual Mileage

...and more

Trusted by Automotive Brands



Find our data on





AlikeAudience is an award-winning data science company focused on omnichannel data activation. We enable advertisers to seamlessly connect with their target audiences through AI-powered, future-proof data solutions.

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