



Comprehensive and highly responsive vehicle data, ranging from new/used cars by make/model, leases/loans, financing and insurance. Never aggregated or modeled – built from deterministic VIN-based data. Auto+ also offers in-market segments which allow marketers to target individuals who are actively shopping.

## Our Foundations



### Deterministic Data

- Sales & Service data
- Automobile Warranty data
- Aftermarket Repair & Maintenance data

### In-Market Data

- Online Behavioral data

## Our Differences



### Coverage

- VIN-based data on >190MM vehicles
- In-market data tracking 90% of accessible devices in the US

### Design

- Deterministic data – not modeled or aggregated
- Multichannel application – display, mobile, video, email, direct mail, and advanced TV

## Our Verticals



- Vehicle Manufacturers
- Aftermarket Industry
- Financial Services
- Vehicle Repair & Maintenance
- Insurance

## Our Segments



### Vehicle Owner Segments

- Make/Model/Style/Class
- Fuel Type

### In-Market Segments

- Make/Model/Type
- Parts/Service
- Financing/Insurance

To learn more, or inquire about custom segments, email: [AudienceSupport@adstradata.com](mailto:AudienceSupport@adstradata.com)

**adstra** the new **ideal**