



# AUTOMOTIVE

Acxiom data can help you reach the most appropriate car buying audiences, that are built using both actual and inferred data. Acxiom audiences provide accuracy, scale and greater ROI.

## P7: First Time Car Buyers



- Young Adults in the Household (age between 18 and 34)
- Drivers
- No Car in the Household
- Tendency to Buy Used/New Car
- In-Market for a car

## P8: Family Car Buyers



- Current Car Age: 4-6 years, 7 plus years
- Current Car Estimated Annual Mileage above 10k miles
- Family Car Owners (Minivans, Lower & Upper Medium Cars)
- Children Presence in the Household

## P9: Custom Prospect Buyers



- Tailored package that is built using specific car make models
- Current car older than 4 years
- Fuel Type
- High Spend on Car Maintenance & Fuel
- Tendency to Buy New or Used car

More variables available by request via

[dataguru\\_uk@acxiom.com](mailto:dataguru_uk@acxiom.com)

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