



Cars Don't Buy Cars. People Buy Cars.

Most auto purchasing data focuses on the car: make, model, year. Great information as far as it goes, but it tells little about the consumer.

Alliant takes a different approach: **we combine real transactional information with car ownership data** — to identify who's in-market to buy. Who's more likely to buy new versus used. Who needs a loan, and who needs insurance.

Try adding a human dimension to your next auto campaign — and shift your performance into overdrive.

The Alliant logo, featuring the word "Alliant" in a white serif font on a dark blue rectangular background.

Predicting Their Next Purchase Is Easy When You Follow the Signs

A consumer about to make an auto purchase gives off a myriad of signals that indicate they are ready to buy. The key is identifying the right signals that separate the tire kickers from the test drivers. Alliant auto audiences are sourced from **service departments nationwide and qualified by Alliant's rich consumer transactional insights** — deliver high-test, scalable audiences for any campaign.



IN-MARKET AUDIENCES

Consumers actively shopping for a vehicle or related products & services

- **Vehicle** by Type
- **Vehicle** by Condition — New
- **Vehicle** by Condition — Used
- **For Sale by Owner**
- **Parts & Service**
- **Financing**
- **Insurance**



AUTO OWNERS

Deterministically known owner data sourced offline by vehicle type, loyalty and purchasing power

- **Vehicle** by Type
- **Vehicle** by Make & Model
- **Emerging Consumers** by Type
Households working to establish and build on their purchasing power.
- **Empowered Consumers** by Type
High-performing households with active purchasing profiles.
- **Loyalists** by Make/Type
Owners of a specific (make/type) that have a loyal history of purchasing a specific auto make.
- **Defectors** by Make/Type
Owners of a specific (make/type) that do not have a repeat history of purchasing the same auto make.



BRAND PROPENSITIES*

Active consumers whose purchase behavior mirrors customers of specific auto brands

- **Advanced Auto Parts®**
- **AutoZone®**
- **Auto Nation®**
- **CarMax®**
- **Ford® Credit**
- **Harley-Davidson®**
- **O'Reilly Auto Parts®**
- **RockAuto®**
- **Tirerack.com®**

GET STARTED TODAY.
Find Alliant in your favorite platform — or contact us for multichannel access.

130+ Auto Segments Available!

Real people. Real transactions.
Powerful performance results.