

Automotive Data



Use our vehicle ownership data to refine your audience and drive better performance

Our household level vehicle ownership data provides rich coverage of what's parked in the garage. The data isn't modeled or inferred, resulting in greater accuracy.

Refine your audience using our vehicle information, and drive better performance across a variety of applications and use cases.

BY THE NUMBERS

147M

vehicle identification numbers (VIN)

136M

individuals with vehicles

71M

households with vehicles

SAMPLE SEGMENTS



Make



Model



Year



Market value



In-market by vehicle category



Fuel type



Mileage



Vehicle type

SOURCES

- Automobile warranty data sources / Auto warranty notification
- Sales and service data
- Aftermarket repair and maintenance facilities
- Scheduled maintenance records



Epsilon is committed to data quality and transparency. Our full data dictionary covers sourcing, derivation and detailed descriptions of each segment. We're also active participants in the IAB Data Transparency initiative.

WHY EPSILON DATA?

- We manage the industry's #1 ranked consumer database, based on a third-party audit.
- We have more transactional data for marketing purposes than any other company, with intelligence on \$3.5T and 60B transactions.
- We manage the first and largest cooperative database in the U.S. and the largest survey database in North America with unique opt-in data direct from consumers.
- We've spent decades strengthening our offerings by investing in our data assets through strategic acquisitions and ongoing quality improvements.
- Our data fuels marketing campaigns everywhere for 3,000 brands.
- Integrity and loyalty fuel 95% client renewal rates.

Learn more

For a full listing of our online audience segments, explore our data dictionary: epsilon.com/datahotline

For more info on how our data is sourced, reach out to us directly: onlinedatahotline@epsilon.com