

Peer39: automotive categories data at the model and badge level

Polk

S&P Global
Mobility

Partner – Peer39 Contextual Data Marketplace



Owners and Shoppers In-Market

Using the Polk Audience categories gives you access to industry-proven data to reach the right customers and prospects at the ZIP code level, in a privacy-safe way.

Polk Automotive Solutions by S&P Global Mobility is where automotive marketers turn for data-driven solutions, clarity, and insights. They leverage technology and data science to provide best-in-class analytics, forecasts, and consulting services across the entire automotive supply chain.

Polk Audience categories provide a complete, 360-degree view of the entire vehicle ownership lifecycle. Data comes from ownership, loyalty and financial analytics to create **in-market and future in-market scores, for 127+MM U.S. households.**

The Polk Automotive Solutions portfolio is built to help auto marketers target the best prospects and measure results based on real time vehicle- and service-sales.

Polk Owner categories enable marketers to reach households owning specific vehicles, based on predictive modeling and statistical analytics of vehicle buying patterns. Polk In-Market categories provide marketers a specific way to reach households modeled to be shopping for a vehicle.

- The Polk Automotive Solutions data that you've used and trusted is now available across buying platforms and can be combined with CTV channels.
- Reach auto consumers of today and the electric vehicle shoppers of tomorrow better than anyone. Polk Audience categories are the difference-makers for OEMs and dealers.
- Dealers, media, and agencies can reach in-market shoppers and existing owners at the at the ZIP code level.

Rate:
\$0.85
CPM

For more information on how to get started contact your account manager at Peer39AM@Peer39.com or reach out to Sales@Peer39.com