

NEW, USED & INTENT AUTO AUDIENCES



Carry out loyalty & auto conquest campaigns using our 24-month historical & intent auto data segments

Do Gen Xers purchase more EVs than other generations? Is the economic downturn driving more families to consider smaller cars? Lighthouse List has a wealth of new, used and intent auto data dating back as far as 2019. Ideal for auto conquest and loyalty campaigns, our data is based on quality vehicle, demographic, transactional and behavioral data, sourced from contextual ad engagers as well as form fills, registrations, brand signals, online engagements, email openers. Reach consumers in-market for a variety of vehicle makes and services.

We can also help you to get a clear picture of the different factors driving the auto industry today and better predict which options, packages and price points will sell well in order to help you control your inventory more effectively.

DRILL DOWN BY KEY AUTO FEATURES

Our new, used and intent auto audiences enable you to drill down by:



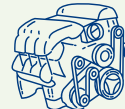
Vehicle Type

Economy
Compact
Luxury
SUV



Fuel Type

EV
Gas-powered
Hybrid



Under-the-hood Features

Cylinders
Engine Size
Transmission

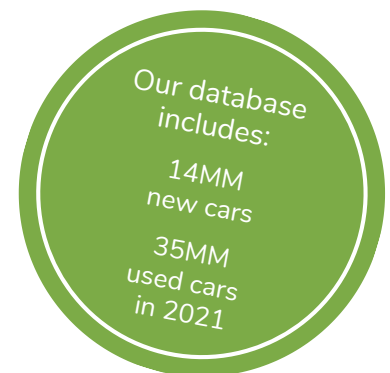


Vehicle Features

Exterior Color
Make & Model
Price
Year

READY TO GET STARTED?

If you're ready to make the most of our new, used and intent auto audiences across direct mail, email and digital channels, talk to us today about your specific data needs. Perfect for the auto industry as well as hedge funds and quant funds, use cases for our auto data include auto conquest campaigns, loyalty programs, service programs, warranty programs and after-market parts.



For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,
mark.traverso@lighthouse-list.com

LIGHTHOUSE LIST
COMPANY

powered by Ameribase Digital