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Polk Demand Signals by IHS Markit Study: ShareThis Auto Audiences

May 11, 2021

Polk Demand Signals Study

ShareThis Auto Audiences were evaluated and measured using Polk Demand Signals by IHS Markit to determine if they have a higher likelihood of purchase against a national benchmark of US light vehicle sales.

Submitted a cross-section of branded Auto Audience Segments to IHS Markit for analysis of purchase activity among consumers in the segments.

Analyzed the % of new car buyers within the ShareThis auto segments (buy rate) and compared it to the national buy rate for each respective auto brand over a period of 90 days.

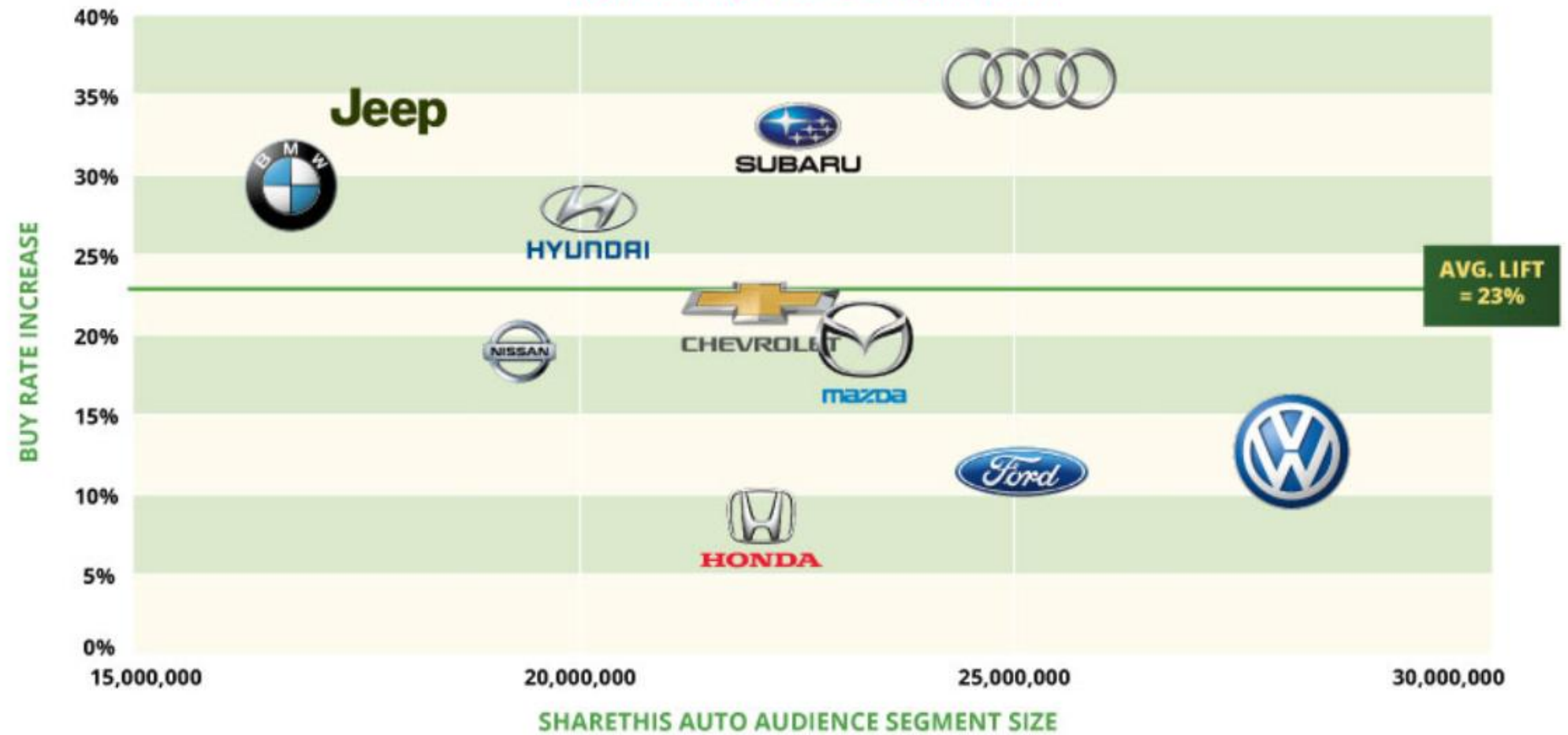# Polk Demand Signals by IHS Markit Show ShareThis Audiences Reach New Car Buyers

+23% Increase

ShareThis Auto Audience segments reached consumers who were **23% more likely to purchase a new vehicle from among the brands measured.**

Performance at Scale

With an average 25M consumers in the audience segments tested, **ShareThis Auto Audiences are a scalable solution for reaching interested and in-market buyers.**

INCREASE IN % OF BUYERS IN SHARETHIS AUDIENCES VS NATIONAL BENCHMARK

BUY RATE INCREASE

40%
35%
30%
25%
20%
15%
10%
5%
0%

15,000,000   20,000,000   25,000,000   30,000,000

AVG. LIFT = 23%

SHARETHIS AUTO AUDIENCE SEGMENT SIZE

SHARETHIS AUTO AUDIENCE SEGMENTS

Acura	Chrysler	Honda	Lamborghini	Mitsubishi	Suzuki
Audi	Citroen	Hummer	Land Rover	Nissan	Toyota
Bentley	Dodge	Hyundai	Lexus	Peugeot	Vauxhall-Opel
BMW	Ferrari	Isuzu	Maserati	Porsche	Volkswagen
Buick	Fiat	Jaguar	Mazda	Rolls-Royce	Volvo
Cadillac	Ford	Jeep	Mercedes-Benz	SEAT	
Chevrolet	GM-Daewoo	Kia	Mini	Subaru	

IHS Markit

Results based on Polk Demand Signals by IHS Markit auto sales data from Nov '20-Jan '21

How to Leverage ShareThis Auto Audiences Throughout the Model Lifecycle

SALES EVENT
Drive Tier 2 and Tier 3 campaign performance by reaching in-market shoppers with a higher likelihood to **purchase**

LAUNCH
Reach consumers during key model launches to drive **awareness** and build interest.

MID-CYCLE
Stay top of mind and part of a buyer's **consideration** set, which is formed and changed over time in between purchases.