Automotive Holiday Solutions
This season, drive real results fueled by Quantcast first-party data from 100M+ web and mobile destinations.

Audience Insights

EV Audiences
EV audiences are focusing on personal finances and ways to minimize their global footprint with cycling.

Demographics
- Gender: 53% Male, 47% Female
- MHI: 67% $0-100K, 33% $100K+
- Education: 44% College Grad, 15% Grad School

Browsing Interests (by affinity)
- Green Tech: 16x
- Global Warming: 6x
- Cycling: 4x
- Personal Finance: 1.5x

Pickup Truck Audiences
Pickup audiences are enjoying the outdoors by getting active with motorsports and fishing.

Demographics
- Gender: 53% Male, 47% Female
- MHI: 70% $0-100K, 30% $100K+
- Education: 43% College Grad, 15% Grad School

Browsing Interests (by affinity)
- Motorsports: 7x
- Green Tech: 6.4x
- Fishing: 1.8x
- Outdoor High Spenders: 1.23x

Luxury Auto Audiences
These aficionados with a special interest in sports cars can be found browsing ways to tune up and flip their vehicles.

Demographics
- Gender: 53% Male, 47% Female
- MHI: 68% $0-100K, 32% $100K+
- Education: 44% College Grad, 15% Grad School

Browsing Interests (by affinity)
- Sports Cars: 36x
- Buying & Selling Cars: 22x
- Auto Maintenance: 18x
- Motorsports: 11.5x

Cruise into the end of the year with Quantcast exclusives

Holiday Automotive Solutions
Maximize engagement with regional dealership pages, hitting performance metrics every time.
- Auto Segment Interest Audience
- Weeklong Heavy-Ups at Sales Event Launch
- Display + Tablet / Mobile-Web
- Value Added Interactive Map Custom Creative
- Connected TV (CTV)

Drive auto sales this holiday season. Connect with your Quantcast Rep today.

Source: Quantcast Audience Planner, Pre-Defined Interest Audiences, Q3-2022