

Vehicle DIY Repair Audience – Engage High-Intent Shoppers Looking for Parts & Accessories

Consumers Who Purchase Auto Parts & Perform Their Own Repairs

In-Market Parts Shoppers – Individuals actively searching for parts and accessories.

Propensity Scored Audiences – Actionable insights to target DIY mechanics and enthusiasts.

Transactional Data – Consumer transactions at parts stores to identify buying patterns & intent.

Who Are DIY Auto Parts Intenders?



Researching Repair Guides & Auto Parts



Comparing Prices & Shopping for Parts



Purchasing Auto Parts & Performing Repairs

Why This Audience is Important

- **Expand Market Reach** – Conquest auto enthusiasts and repair-savvy owners looking for the best deals on parts and tools.
- **Increase Parts & Service Revenue** – Target engaged DIYers who frequently purchase auto parts.
- **Drive Repeat Business** – Build long-term relationships with customers who consistently invest in vehicle parts and accessories.

Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**
Searching for repair tutorials and maintenance tips. Engaging with auto parts retailers and specialty shops.
- **Purchase Intent**
Actively buying parts, tools, & aftermarket accessories.
- **Demographics & Financials**
Income, net worth, credit range.
- **Spending Patterns**
High engagement with parts suppliers and performance upgrades.