

# In-Market EV Buyers Audience – Target High-Intent Consumers Ready to Make the Switch to Electric

## Struggling with Slow-Moving EV Inventory?

**Accurate & Fresh Data** – Capture EV buyers at the peak of their purchase journey.

**Propensity Scored Audiences** – Actionable intelligence to drive high-performing EV campaigns.

**Year, Make, Model, VIN** – Target owners of the makes your dealership wants for trade-ins.

## Who Are EV Intenders?



Actively Researching Electric Vehicles



Comparing EV Incentives & Charging Options



Engaging with Dealerships & Manufacturer Sites

## Why This Audience is Important

- **Move EV Inventory Faster** – Reduce floorplan costs and increase inventory turn by targeting high-intent buyers.
- **Capitalize on the EV Boom** – Capture high-intent buyers for eco-conscious electric vehicle purchases.
- **Align with Incentive Programs** – Target buyers based on federal, state, and local EV rebates.

## Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**  
Researching EV incentives, tax credits, and rebates.
- **Selling Intent**  
Strong interest in switching to an EV. Evaluating total cost of ownership.
- **Demographics & Financials**  
Income, net worth, credit-ranges.
- **Spending Patterns**  
Trade cycles and purchase dates.