

# New Vehicle In-Market Audience – Connect with Buyers Actively Shopping for Their Next Vehicle

## Target Qualified In-Market Buyers with Precision Marketing

**Accurate & Fresh Data** – Real-time consumer insights with proven higher response rates.

**Propensity Scored Audiences** – Identifies buyers most likely to purchase.

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

### Who Are In-Market Vehicle Intenders?



Actively Researching  
Vehicles Online



Engagement with  
Purchase Signals



Near-Term Buyers  
within 0-90 days

### Why This Audience is Important

- **Customizable Targeting for Slow-Moving Inventory** – This audience can be designed to move specific new vehicles that are impacting floorplan costs and inventory turn, helping dealerships turn units faster and reduce expenses.
- **Maximize Incentive Effectiveness** – Aligns dealer and OEM rebates, dealer cash, stairstep objectives, discounts and special financing offers with in-market shoppers most likely to purchase a new vehicle.

### Comprehensive Data for Smarter Targeting

- **Online & Offline Behaviours**  
Dealership and auto-related site visits, vehicle ownership history.
- **Purchase Intent**  
Lease/buy likelihood, financing behaviours.
- **Demographics & Financials**  
Income, credit ranges, net worth.
- **Spending Patterns**  
Trade cycles and purchase dates.

**Case Study:** [Texas dealer achieves 25 sales & 1,620% ROI with DDG's intender audience.](#)