

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

Target High-Value Customers Who Prioritize Vehicle Maintenance

Accurate & Fresh Data – Identify owners currently using after-market service centers.

Propensity Scored Audiences – Data-driven insights to maximize service revenue.

Year, Make, Model, VIN – Target owners of specific makes and models.

Who Are Service Center Intenders?



Actively Seeking Routine Maintenance and Repairs



Comparing Service Plans and Promotional Offers



Engaging with Warranties and Extended Service Contracts

Why This Audience is Important

- **Win Back Lost Service Revenue** – Over 70% of vehicle owners use aftermarket service centers, giving dealerships an opportunity to change perception and capture more business.
- **Boost Fixed Ops Revenue** – Capture high-intent service customers to maximize profitability.
- **Increase Customer Retention** – Drive repeat business with targeted promotions and service reminders.

Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**
Service appointment scheduling. Engagement with dealership service promotions.
- **Service Intent**
Seeking routine maintenance or major repairs.
- **Demographics & Financials**
Income, net worth, credit range.
- **Spending Patterns**
High-frequency after-market service visits & spending trends.