

Used Vehicle Acquisition Audience – Buy Direct from Consumers Likely to Sell to a Dealership

Skip the Auction & Buy Direct from Consumers!

Accurate & Fresh Data – Identify private owners ready to sell or trade in your market.

Propensity Scored Audiences – Data-driven science delivering highly responsive campaigns.

Year, Make, Model, VIN – Target sellers with vehicles that match your inventory needs.

Who Are These Private Sellers?



Actively Seeking to Sell or Trade Their Vehicle



Researching Trade-In Values & Dealer Offers



Engaging with Online Vehicle Sales Platforms

Why This Audience is Important

- **The Best Way to Source Quality Pre-Owned Vehicles** – Avoid high auction costs and risky purchases by securing direct-to-dealer trades.
- **Turn Sellers into Buyers** – Engage private sellers with competitive trade offers, build loyalty, and convert them into repeat customers while moving more new units.
- **Improve Front-End Gross** – Gain access to well-maintained retail-ready vehicles that maximize profit potential without the reconditioning risks of auction units.

Comprehensive Data for Inventory Acquisition

- **Online & Offline Behaviours**
Trade-in quote searches. Visits to auto-related and dealership websites.
- **Selling Intent**
Private owners looking for competitive offers. High-demand vehicle models available.
- **Demographics & Financials**
Ownership history, equity position, vehicle condition.
- **Spending Patterns**
Trade cycles, purchase dates, income.