

Used Vehicle In-Market Audience – Buyers Actively Searching for Their Next Pre-Owned/CPO Vehicle

Target High-Intent Shoppers Looking for a Pre-Owned/CPO Vehicle

Accurate & Fresh Data – Real-time consumer insights with proven higher response rates.
Propensity Scored Audiences – Data-driven insights to target motivated pre-owned buyers.
Year, Make, Model, VIN – Precision data to target buyers accurately.

Who Are In-Market Vehicle Intenders?



Actively Researching
Pre-Owned/CPO Vehicles



Comparing Pricing &
Financing Options



Engaged with Used
Car Listings/Dealers

Why Act Now?

- **Rapidly Reduce Inventory Costs** – Quickly connect with in-market pre-owned vehicle buyers, speeding up inventory turnover and cutting your holding costs.
- **Maximize Your Marketing Investment** – Align promotions with serious shoppers most likely to convert.
- **Target the Trade-Ins You Want** – Acquire high-value used vehicles that match your dealership's needs.

Comprehensive Data for Smarter Targeting

- **Online & Offline Behaviours**
Vehicle history report lookups. Trade-in valuation research.
- **Purchase Intent**
Propensity-scored buyers most likely to purchase based on behavioral and financial indicators.
- **Demographics & Financials**
Income, net worth, credit range.
- **Spending Patterns**
Trade cycles, purchase dates, income.

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