

Vehicle Lease Intenders Audience – Engage Shoppers Exploring Leasing as Their Next Option

Attract Creditworthy Shoppers Seeking Lower Payments Through Leasing!

Accurate & Fresh Data – Capture high-intent lease shoppers at the right time.

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

Year, Make, Model, VIN – Identify lease intenders by their current vehicle and lease cycle.

Who Are Vehicle Lease Intenders?



Actively Exploring
Lease Options



Comparing Lease
Terms & Specials



Engaging with
Dealerships & Online

Why This Audience is Important

- **Drive More Lease Conversions** – Engage financially qualified shoppers looking for flexible, lower-payment alternatives to traditional financing.
- **Maximize OEM & Dealer Incentives** – Align lease specials with in-market intenders most likely to convert.
- **Increase Lease Loyalty** – Keep customers in a predictable trade cycle, driving repeat business and long-term dealership profitability.

Comprehensive Data for Lease Targeting

- **Online & Offline Behaviours**
Reviewing manufacturer incentives & lease options.
- **Lease Intent**
Looking for lower payments without committing to extended-term financing.
- **Demographics & Financials**
Above-average credit profiles seeking cost-effective leasing options.
- **Spending Patterns**
Trade cycles, purchase dates, income.