

# In-Market Hybrid Buyers Audience – Reach Buyers Seeking a Fuel-Efficient, Lower-Emission Vehicle

## Target Eco-Conscious Shoppers Ready to Buy a Hybrid

**Accurate & Fresh Data** – Capture hybrid buyers at peak purchase intent.

**Propensity Scored Audiences** – Actionable insights to drive hybrid sales performance.

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

### Who Are In-Market Hybrid Vehicle Intenders?



**Actively Researching Hybrid Vehicles**



**Comparing Fuel Savings & Tax Incentives**



**Engaging with Dealerships & Manufacturer Offers**

### Why This Audience is Important

- **Stay Ahead of Market Shifts** – Hybrids are a critical bridge between gas and EV models, making them key for long-term dealership success.
- **Move Hybrid Inventory Faster** – Reduce floorplan costs and increase inventory turn by targeting high-intent buyers.
- **Capitalize on Green Incentives** – Target consumers based on tax credits and government incentives.

### Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**  
Hybrid tax credit and rebate research. Fuel efficiency comparisons and savings calculators.
- **Purchase Intent**  
High intent to purchase a hybrid.
- **Demographics & Financials**  
Income, net worth, credit-ranges.
- **Spending Patterns**  
Trade cycles and purchase dates.

