

# Motorcycle In-Market Audience – Reach Enthusiasts Actively Shopping for Their Next Ride

## Engage Consumers Researching and Comparing Motorcycles

**Accurate & Fresh Data** – Identify high-intent motorcycle buyers ready to make a purchase.

**Advanced Market Research** – Actionable insights into riders looking for motorcycles.

### Who Are Motorcycle Intenders?



Exploring Motorcycle  
Options & Features



Comparing Prices,  
Financing & Dealer Offers



Engaging with Dealership  
Promotions & Purchase Offers

### Why This Audience is Important

- **Drive More Motorcycle Sales** – Target in-market riders who are actively comparing options and ready to purchase.
- **Optimize Inventory Turn** – Align dealership stock with high-intent buyers looking for immediate availability.
- **Expand Customer Base** – Capture both first-time buyers and seasoned riders upgrading to their next motorcycle.

### Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**  
Researching motorcycle specs, reviews & financing Options. Browsing dealership listings.
- **Purchase Intent**  
Evaluating financing, trade-in options & insurance packages.
- **Demographics & Financials**  
Income, net worth, credit range.
- **Spending Patterns**  
High engagement with motorcycle accessories, gear & service plans.

