

# Vehicle DIY Repair Audience – Engage High-Intent Shoppers Looking for Parts & Accessories

## Target High-Value Customers Who Prioritize Vehicle Maintenance

**Accurate & Fresh Data** – Identify owners currently using after-market service centers.

**Propensity Scored Audiences** – Data-driven insights to maximize service revenue.

**Year, Make, Model, VIN** – Target owners of specific makes and models.

### Who Are Service Center Intenders?



**Actively Seeking Routine Maintenance and Repairs**



**Comparing Service Plans and Promotional Offers**



**Engaging with Warranties and Extended Service Contracts**

### Why This Audience is Important

- **Win Back Lost Service Revenue** – Over 70% of vehicle owners use aftermarket service centers, giving dealerships an opportunity to change perception and capture more business.
- **Boost Fixed Ops Revenue** – Capture high-intent service customers to maximize profitability.
- **Increase Customer Retention** – Drive repeat business with targeted promotions and service reminders.

### Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**  
Service appointment scheduling. Engagement with dealership service promotions.
- **Service Intent**  
Seeking routine maintenance or major repairs.
- **Demographics & Financials**  
Income, net worth, credit range.
- **Spending Patterns**  
High-frequency after-market service visits & spending trends.

