

# 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.](#)

