

In-Market Vehicle Service Audience – Target Service Intenders Ready for Their Next Appointment

Turn Service Prospects into Loyal Customers & Maximize Revenue

Accurate & Fresh Data – Engage service intenders actively seeking maintenance and repairs.

Propensity Scored Audiences – Actionable insights to target high-value service customers.

Year, Make, Model, VIN – Pinpoint high-value service customers based on their vehicle data.

Who Are These Customers?



Seeking a Trusted
Local Service Provider



Comparing Dealer vs.
Independent Service Options



Looking to Schedule
Service Appointments

Why This Audience is Important

- **Increase Service Retention** – Capture high-value customers likely to return for maintenance and repairs.
- **Boost Fixed Ops Revenue** – Conquest undecided owners into dealership service customers.
- **Enhance Customer Lifetime Value** – Build long-term relationships that increase dealership loyalty and repeat business.

Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**
Looking for vehicle service online. Engagement with dealership service promotions
- **Service Intent**
In market for routine maintenance or major repairs.
- **Demographics & Financials**
Income, net worth, credit-ranges.
- **Spending Patterns**
Trade cycles, purchase dates, income.

