

Automotive Holiday Solutions

This season, drive real results fueled by Quantcast first-party data from 100M+ web and mobile destinations.



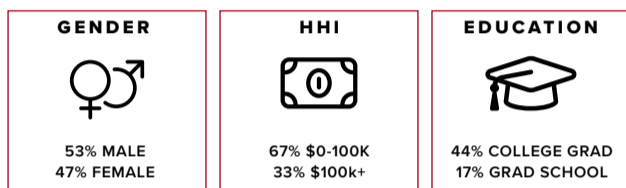
Audience Insights

EV Audiences

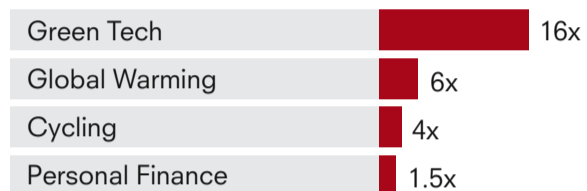
EV audiences are focusing on personal finances and ways to minimize their global footprint with cycling.



Demographics



Browsing Interests (by affinity)



Q Keyword search: Automotive > Vehicles/EV (Category)

Pickup Truck Audiences

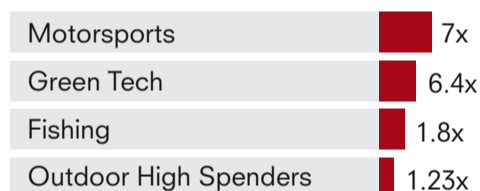
Pickup audiences are enjoying the outdoors by getting active with motorsports and fishing.



Demographics



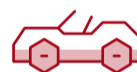
Browsing Interests (by affinity)



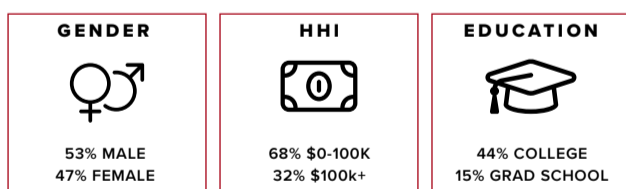
Q Keyword search: Automotive > Vehicles/Pickup Trucks (Category)

Luxury Auto Audiences

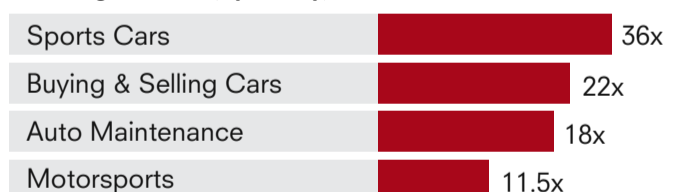
These aficionados with a special interest in sports cars can be found browsing ways to tune up and flip their vehicles.



Demographics



Browsing Interests (by affinity)



Q Keyword search: Automotive > Vehicles/Luxury (Category)

Cruise into the end of the year with Quantcast exclusives

Holiday Automotive Solutions

Maximize engagement with regional dealership pages, hitting performance metrics every time.

- Auto Segment Interest Audience
- Weeklong Heavy-Ups at Sales Event Launch
- Display + Tablet / Mobile-Web
- Value Added Interactive Map Custom Creative
- Connected TV (CTV)

Drive auto sales this holiday season. **Connect with your Quantcast Rep today.**