



CAPABILITIES SHEET

AUTOMOTIVE ADVERTISING

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SMARTER AUTOMOTIVE AUDIENCE STRATEGY

The strongest automotive audiences aren't built from broad demographics or generic in-market lists. Source Path Digital combines vehicle ownership, purchase propensity, shopping behavior, and human insights to identify the consumers most likely to align with your brand, vehicles, and offers.

Turn that intelligence into audiences more likely to:

- Be actively researching or considering a vehicle
- Align with a specific brand, model, or vehicle category
- Represent meaningful conquest or loyalty opportunities
- Respond to sales, trade-in, service, and aftersales messaging

Find the right automotive shoppers: Identify active consumers using vehicle research, ownership, purchase propensity, life changes, household context, and other relevant indicators.

Build smarter conquest audiences: Go beyond competitor ownership alone to identify consumers whose behaviors, characteristics, and brand alignment make them stronger opportunities to switch.

Understand who actually buys: Analyze real customer data to identify the characteristics, behaviors, and patterns that distinguish proven buyers from assumed buyer profiles.

Match audiences to brands and vehicles: Recognize that buyers of different brands, models, luxury vehicles, and EVs are not interchangeable—and build audiences around the consumers most aligned with each opportunity.

Improve campaign strategy over time: Compare audience construction, customer characteristics, campaign history, and performance to identify where targeting assumptions may be limiting results.

The result is a more human-focused and evidence-based approach to automotive audience selection, planning, activation, and optimization.



AUTOMOTIVE AUDIENCE BUILDING FEATURES

SHOPPER & PURCHASE INTENT INTELLIGENCE

Vehicle research, shopping behavior, purchase propensity, life changes, and other signals help identify and prioritize consumers moving toward a vehicle purchase.

OWNERSHIP, CONQUEST & LOYALTY

Current vehicle ownership and brand-loyalty signals help identify competitor owners, conquest prospects, loyal customers, and consumers more open to changing brands.

BRAND & MODEL ALIGNMENT

Match shoppers with vehicle makes, models, luxury segments, EVs, and other automotive offers based on a broader understanding of who they are and what they are likely to consider.

PERSONA & HUMAN BEHAVIOR

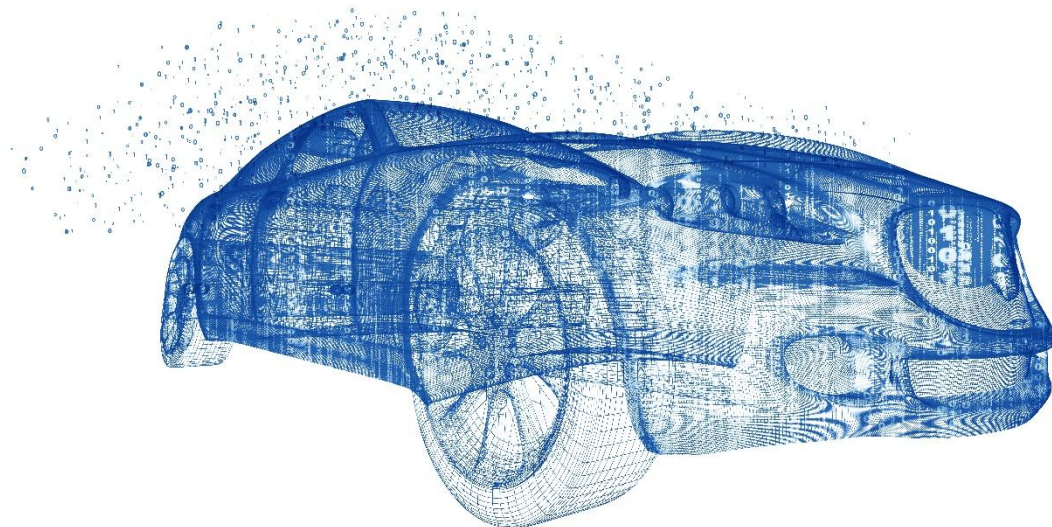
Layer automotive signals with lifestyle, psychographic, attitudinal, household, demographic, interest, and behavioral data to understand **the person behind the purchase decision**.

CUSTOMER & COMPETITIVE INSIGHTS

Analyze actual customers, competitive buyer profiles, and historical campaign audiences to identify where targeting aligns with real buyers—and where assumptions may be creating missed opportunity.

OWNER LIFECYCLE & AFTERSALES

Build audiences for service, retention, trade-in, upgrade, pre-owned, and cross-sell programs using ownership and household intelligence throughout the automotive customer lifecycle.



AUTOMOTIVE CAMPAIGN STRATEGIES

Different campaign objectives require different audiences, signals, and activation strategies. Source Path Digital helps automotive marketers apply the right combination of **customer data, automotive intelligence, behavioral signals, and media activation** to each stage of the customer lifecycle.



CUSTOMER ACQUISITION

Reach consumers who are not currently customers, but demonstrate strong potential to purchase from the brand.

Work with Source Path Digital to:

- Identify active vehicle shoppers using purchase propensity, life changes, and behavioral signals
- Build conquest audiences from competitor owners and consumers with lower brand loyalty
- Match prospects to specific brands, models, luxury vehicles, EVs, or offers
- Use Personas and Traits to identify consumers who align with proven buyer profiles
- Activate audiences across addressable digital, email, direct mail, streaming, social, and other channels

Turn high-potential prospects into new customers.



CUSTOMER RETENTION

Use first-party customer and ownership intelligence to maintain engagement after the initial sale and create additional value throughout the ownership lifecycle.

Work with Source Path Digital to:

- Enhance customer records with demographic, household, lifestyle, and automotive intelligence
- Segment current owners by vehicle, household, loyalty, and customer characteristics
- Support service and aftersales campaigns
- Identify trade-in, upgrade, cross-sell, and next-vehicle opportunities
- Personalize messaging based on ownership and customer lifecycle context

Keep existing customers engaged, servicing, upgrading, and buying within the brand.



CUSTOMER REENGAGEMENT

Reconnect with consumers who have an existing relationship with the brand but are no longer actively engaging.

Work with Source Path Digital to:

- Analyze historical customer and campaign audiences
- Refresh and enhance aging customer data
- Identify changes in vehicle ownership, household conditions, life stage, or purchase propensity
- Detect renewed automotive shopping activity
- Build win-back audiences for lapsed service customers, previous buyers, inactive leads, and prior campaign responders
- Reintroduce relevant models, offers, service opportunities, or trade-in messaging when new signals indicate opportunity

Turn dormant relationships into new opportunities for engagement, service, and purchase.



ONE CUSTOMER LIFECYCLE. DIFFERENT DATA STRATEGIES.

ACQUIRE new customers

→ Shopper Intelligence • Conquest • Propensity • Personas

RETAIN existing customers

→ Ownership • Loyalty • Aftersales • Trade-In • Customer Intelligence

REENGAGE dormant customers

→ Historical Data • Data Enhancement • New Intent Signals • Life Changes • Win-Back

Source Path Digital helps automotive marketers continually identify **who should be targeted, why they are relevant now, and how they should be activated based on their relationship with the brand.**

WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital combines **automotive intent, ownership, purchase propensity, customer intelligence, and human behavior** to identify the consumers most relevant to each automotive objective.

Rather than relying on broad demographics or generic in-market definitions, we help marketers understand:

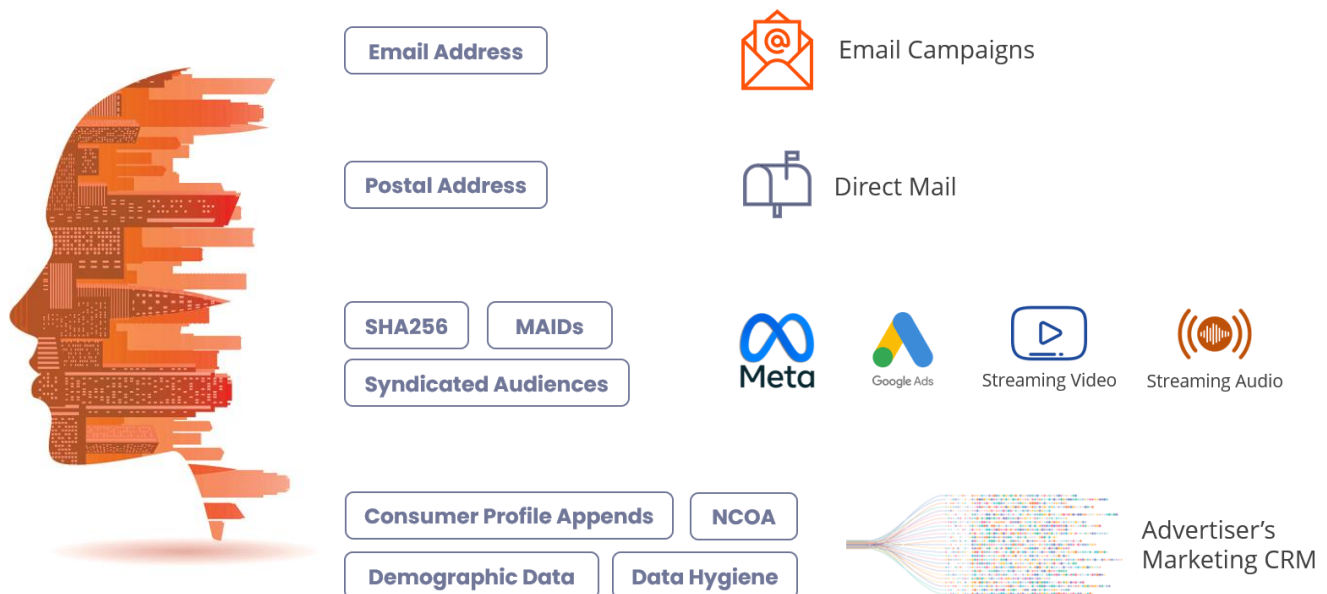
- **Who** represents the strongest buyer opportunity
- **Why** those consumers align with a brand, model, or offer
- **Where** existing targeting may be missing real buyers
- **How** audiences should be prioritized and refined

The result is automotive targeting built around **real consumer behavior—not assumptions**.



CUSTOMER ACTIVATION

How Audience Data Powers Campaigns



LET'S EXPLORE WHAT'S POSSIBLE

Every organization has untapped opportunities hidden within its customers, its markets, and its data.

The organizations featured in our case studies achieved better results not because they spent more, but because they understood more.

Source Path Digital helps advertisers uncover those opportunities through audience intelligence, consumer insights, and data-driven marketing strategy.

Whether you're launching a new campaign, improving existing performance, or trying to understand why your marketing isn't delivering the results you expect, we're ready to help.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

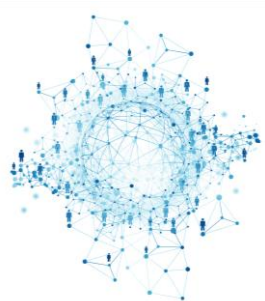
Phone: (866) 666-PATH (7284)

Web: SourcePathDigital.com

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.