

DRIVING RESULTS WITH DATA

3 keys to staying ahead of automotive loyalty trends

KEY 1



In a plateauing or declining market, use out-of-segment conquering to gain market share



KEY 2



Focus on loyalists in slowing segments and capture emerging buyers in growing segments

For a slowing segment like sedans
Target loyalists or super loyalists



For a growing segment like the CUV/SUV
Capture emerging buyers through lifestyle targeting

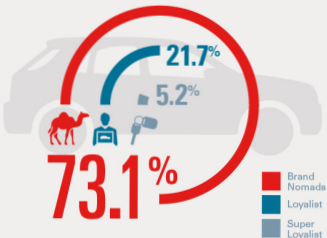


KEY 3



Don't ignore brand nomads

Almost ¾ of Compact CUV households returning to market are Brand Nomads



Trust The Data Hotline to get you there.

Contact The Data Hotline for quick answers and audience recommendations

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