

Identify & Target Your Ideal Automotive Audiences

Drive successful audience creation for your organization's digital campaigns with automotive segments from Deep Sync One

Deep Sync's datasets emerged in the world of direct mail, where highly accurate and precise data was required. Today, our rich identity data is matched to billions of online identifiers and combined with hundreds of powerful demographic and lifestyle attributes to create highly-targeted, cross-channel audiences.

We use signals received across our robust collection of sources to determine whether or not records are of a high enough quality for inclusion in our datasets. To ensure accuracy and deliverability across channels, a complete suite of data hygiene and suppression services is applied with each update.

Listed on the following page you will find a sampling of our available automotive audiences. Not finding exactly what you need? We encourage you to contact our team for additional information on our digital audiences and custom audience creation.



Target automotive audiences compiled from known, deterministic offline profiles, not anonymous identifiers



Use our intuitive navigation and filtering mechanisms to quickly find and distribute your desired audiences



Combine automotive segments with popular demographic attributes in the Audience Builder

Vehicle Make

- Acura
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- Geo
- GMC
- Honda
- Hummer
- Hyundai
- Infiniti
- Isuzu
- Jaguar
- Jeep
- KIA
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- Mercury
- Mini
- Mitsubishi
- Nissan
- Oldsmobile
- Plymouth
- Pontiac
- Porsche
- Ram
- Saab
- Saturn
- Subaru
- Suzuki
- Toyota
- Volkswagen
- Volvo

Additional Attributes

- Body Type/Body Sub-Type
- Drive Type
- Fuel Type
- Manufacturer Region
- Manufacturer Suggested Retail Price (MSRP)
- Max Payload
- New Car Purchase
- Number of Doors
- Number of Engine Cylinders
- Number of Vehicles
- Number of Transmission Gears
- Purchase Date Ranges
- Transmission Type
- Vehicle Class
- Vehicle Size
- Vehicle Type
- Vehicle Weight
- Vehicle Weight Ranges
- Vehicle Year Ranges

Privacy-Safe Automotive Audiences

Deep Sync's automotive audiences are fully-compliant with auto-specific legislative regulations, including the DPPA and Shelby Act, as well as consumer privacy requirements.

Automotive audiences are sourced from aftermarket vehicle service providers and auto parts retailers and are updated monthly.



Log in to one.deepsync.com to discover and send automotive audiences to your desired programmatic and social media destinations. Begin today and browse for free; charges are only incurred when audiences are used.

About Deep Sync

Deep Sync is the industry leader in deterministic identity and AI-powered data solutions. Leveraging our 35-year foundation of compiling direct mail-grade datasets, Deep Sync develops data-first technologies that power marketing, measurement, AI, and business intelligence for agencies and brands with our fully deterministic identity graph, privacy-first audiences, comprehensive data solutions, and integrations with leading platforms and cloud providers.