

AUTOMOTIVE Audience Insights

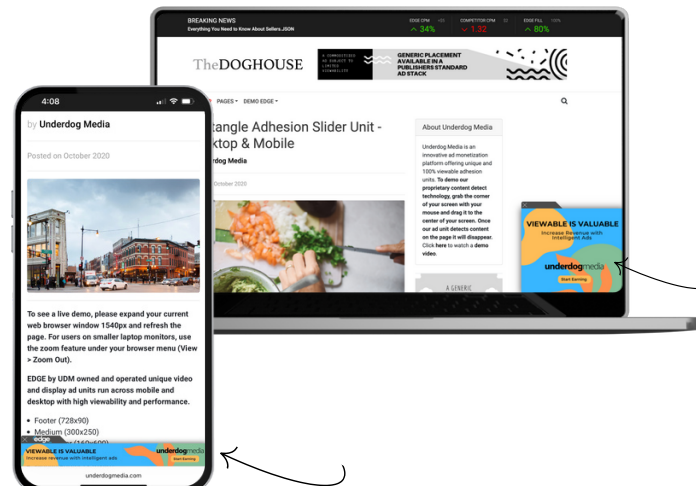


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Reach consumers actively in-market for an automobile with audience targeting. Whether they're researching models, comparing prices, or visiting dealership websites, engage with these high-intent shoppers.

- 20M in-market to purchase any type of auto in the next 6 months
- 14M buying a new vehicle
- 6M buying a used vehicle
- 8M looking to purchase an SUV
- 5M looking to purchase a sedan/coupe
- 5M looking to purchase a luxury vehicle
- 15M bought or leased a new/used car (last 6 months)
- 34M own one vehicle in HH
- 20M own two vehicles in HH
- 7M own 3 vehicles in HH
- 9M own a motorcycle
- 10M own an electric or hybrid car
- 9M comfort and space (top auto purchase factor)
- 9M value for money (top auto purchase factor)

General Demographics
113M in the USA
56M Females
57M Males



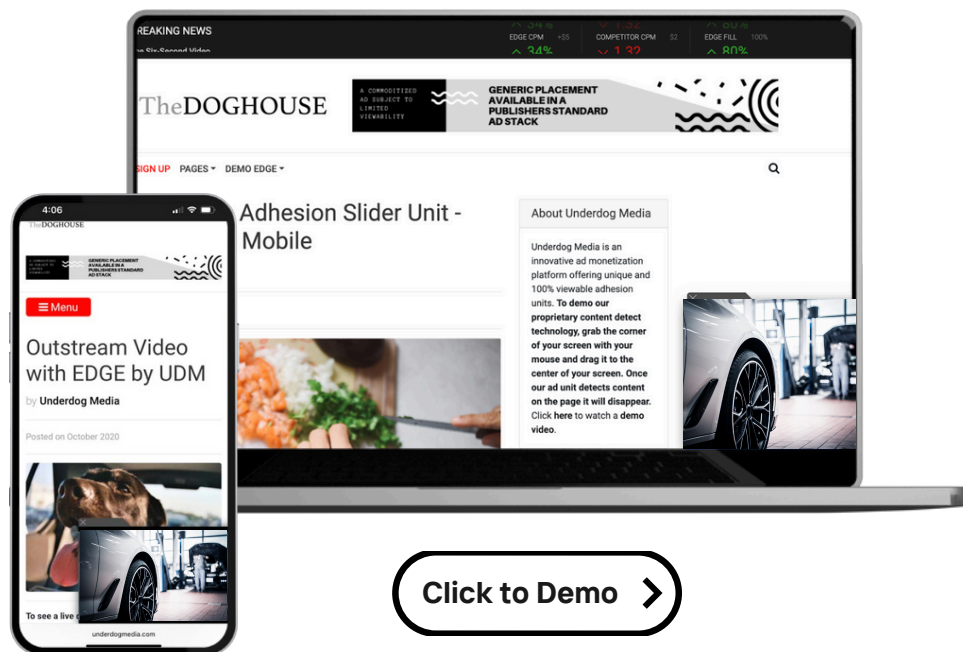
Get in touch! For more information about targeting this audience through a PMP, please contact: Michelle Gable - mgable@underdogmedia.com

Underdog Media

Maximize Revenue with Innovative Ads



EDGE by UDM



Utilize our unique EDGE by UDM

- Unique owned and operated EDGE by UDM ad units demonstrate exceptional visibility and engagement
- KPI's are 80%+ viewability, average .34% CTR, and high completion rate on video
- Enhance performance by integrating a customized audience specifically designed for your brand.
- Exclusive global inventory across mobile web and desktop generating 2B impressions and attracting more than 245 million unique users each month

Access top programmatic CTV/OTT inventory! Tap into some of the most well-known apps!

- Large-screen targeting available
- Incorporate a customized audience that we develop exclusively for your brand to enhance performance.
- Create a custom CTV/OTT app list that yields a high ranking stats against your targeted audience to target for your campaign
- Run on networks such as Vizio, MLB.TV, Fubo, PlutoTV, AMC Networks, Paramount+ and more

CTV/OTT



The Buyer Advantage

- 245M monthly uniques and 2B worldwide impressions; 113M Monthly US Uniques
- Unique & Exclusive Inventory
- Custom Audience Targeting Through a PMP
- Programmatic CTV/OTT, Display and Video
- Audience Insights & Data

Quality, Transparency, & Efficiency

- Ads.txt and sellers.json compliant
- Third-party brand safety vendors include: BetterAds.org compliant and Confiant
- Ranked in top 10 on Comscore's Multi-Platform Ad Ecosystem
- Dedicated team to oversee performance

Get in touch! For more information about Display, CTV and video opportunities, please contact: Michelle Gable - mgable@underdogmedia.com

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