

Reach Car Buyers Before They Choose Their Next Vehicle

Connect with Consumers Researching, Comparing & Considering Car Brands



The automotive journey is complex, considered, and highly competitive. Before choosing a vehicle, consumers compare brands, models, prices, fuel types, technology, financing options, and ownership costs across multiple touchpoints.

From practical city cars and family SUVs to premium models, EVs, performance vehicles, and mobility services, these behaviors create strong signals of automotive intent.

OnAudience helps brands, agencies, and advertisers identify and reach consumers who are actively exploring automotive options, using real brand engagement signals across devices.

Reach Audiences Based on Real Automotive Behaviors ↘

Mainstream Car Intenders

Who they are:

Users researching popular, practical, and mass-market automotive brands for everyday driving, family use, commuting, and value-for-money decisions.

Best campaigns to target them with:

- New model launches
- Family car campaigns
- SUV and compact car promotions
- Leasing and finance offers
- Dealer and test-drive campaigns



Example brands:



Premium Car Shoppers



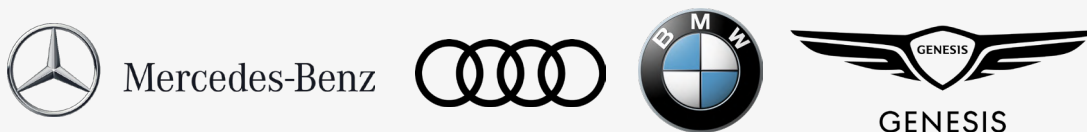
Who they are:

Consumers engaging with premium automotive brands, executive cars, higher-value vehicles, advanced features, and aspirational ownership content.

Best campaigns to target them with:

- Premium model campaigns
- Executive car launches
- High-income audience targeting
- Leasing and finance campaigns
- Competitive conquering

Example brands:



Luxury & Performance Car Enthusiasts

◀ OnAudience



Who they are:

Users interested in performance vehicles, prestige, high-end design, sports cars, luxury SUVs, and exclusive automotive experiences.

Best campaigns to target them with:

- Luxury automotive campaigns
- Performance vehicle launches
- Premium lifestyle campaigns
- High-net-worth audience targeting
- Brand storytelling campaigns

Example brands:



EV & Hybrid Researchers

Who they are:

Users browsing electric vehicles, hybrid models, charging infrastructure, sustainable mobility, fuel efficiency, and future automotive technology.

Best campaigns to target them with:

- EV launches
- Hybrid vehicle campaigns
- Charging and mobility services
- Sustainability-led automotive campaigns
- Government incentive and finance campaigns



Example brands:



polestar



Value & Emerging Brand Explorers



Who they are:

Users comparing challenger brands, budget-friendly cars, compact models, city cars, and alternative automotive choices.

Best campaigns to target them with:

- Affordable car campaigns
- Challenger brand awareness
- First-time buyer campaigns
- Compact and city car promotions
- Competitive conquering

Example brands:



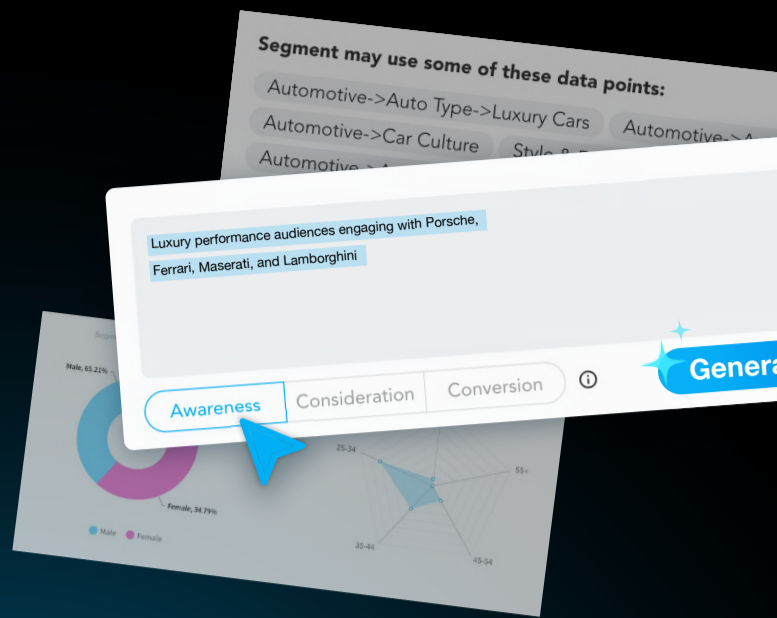
Need Something More Specific?

Build Custom Automotive Audiences from a Brief

Create tailored combinations that match real campaign needs, for example:

- Premium car shoppers comparing BMW, Mercedes-Benz, Audi, and Lexus
- EV intenders researching Tesla, BYD, Polestar, Hyundai, and Volkswagen
- Family SUV buyers interested in Toyota, Kia, Hyundai, Ford, and Škoda
- Luxury performance audiences engaging with Porsche, Ferrari, Maserati, and Lamborghini

Use AI Audiences to turn a short brief into an activation-ready segment in seconds.



Build in seconds with AI Audiences

Try it now

Reach Automotive Consumers Across Devices

Engage high-intent audiences seamlessly across:



Activate where decisions are actually happening.

5 Reasons Agencies, Advertisers, and Brands Choose OnAudience



Scale that performs

Built on data from **25B+** devices, powering **3,900** high-intent audience segments with global reach.

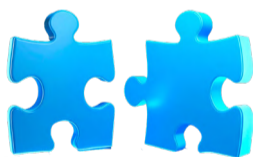
Quality you can trust

Full control from raw signals to activation ensures recency and consistency.



Privacy-compliant by design

Processed in line with GDPR & CCPA for safe, scalable targeting.



Global coverage

Activate campaigns across **200+** markets with one consistent data partner.



Proprietary in-house tech

Faster processing and more efficient audiences built on OnAudience's own stack.

Turn Automotive Demand Into Measurable Performance

+25B
devices

+50B
profiles

+3,900
segments

Connect with consumers researching mainstream cars, premium vehicles, EVs, hybrids, SUVs, performance cars, and challenger automotive brands using data-driven audiences built for cross-device activation and measurable campaign results.

Talk to our data expert: contact@onaudience.com

OnAudience