Polk Demand Signals by IHS Markit Study: ShareThis Auto Audiences

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Polk Demand Signals Study

ShareThis Auto Audiences were evaluated and measured using Polk Demand Signals by IHS Markit to determine if they have a higher likelihood of purchase against a national benchmark of US light vehicle sales.

Submitted a cross-section of branded Auto Audience Segments to IHS Markit for analysis of purchase activity among consumers in the segments.

IHS Markit

Analyzed the % of new car buyers within the ShareThis auto segments (buy rate) and compared it to the national buy rate for each respective auto brand over a period of 90 days.
Polk Demand Signals by IHS Markit Show ShareThis Audiences Reach New Car Buyers

+23% Increase

ShareThis Auto Audience segments reached consumers who were 23% more likely to purchase a new vehicle from among the brands measured.

Performance at Scale

With an average 25M consumers in the audience segments tested, ShareThis Auto Audiences are a scalable solution for reaching interested and in-market buyers.

Results based on Polk Demand Signals by IHS Markit auto sales data from Nov ’20-Jan ’21.
How to Leverage ShareThis Auto Audiences Throughout the Model Lifecycle

**SALES EVENT**
Drive Tier 2 and Tier 3 campaign performance by reaching in-market shoppers with a higher likelihood to purchase.

**LAUNCH**
Reach consumers during key model launches to drive awareness and build interest.

**MID-CYCLE**
Stay top of mind and part of a buyer’s consideration set, which is formed and changed over time in between purchases.