Target consumers that are in-market to buy a Toyota with audiences built from quality online interest-based data. TrueTarget auto audiences are scaled datasets that include users who actively exhibit car-buying intent - like researching vehicles, comparing vehicles, and viewing financing options.

Quantcast Data Sources

- Experian Automotive
- dlx Auto

Audience Built From

- 970 exclusive domains
- 72MM monthly mobile unique users worldwide
- 31MM monthly desktop unique users worldwide
- 550MM monthly page views Up to 30 data points per segment

Affinity

- 7.2 X

Composition

- 30 %

Related TrueTarget Segments

In Market Body Style
- Full-size Sedan
- Minivan
- Luxury SUV

In Market Brand
- Luxury Sedan
- Hybrid/Alternative Fuel
- Sports Car/Convertible

Ad Units

- Flex
- In-Image/In-Screen
- Editorial Video
- Native
- Pre/Mid/Post-Roll Video
- Standard IAB
- Custom Sizes
- Roadblock
- Branded Content

Want to reach this segment via Private Marketplace or Direct Deal?

Talk to a campaign professional today.

Schedule Call Here