



Accelerate Your Advertising

with PREMION + Polk Automotive Solutions

Complete End-to-End Automotive OTT Advertising Solution

Best-in-Class Targeting with Polk Audiences by IHS Markit

Reach high-return audiences on premium streaming TV inventory. Leveraging 30+ years of vehicle ownership history and 100% of new and used US car sales data, **Polk Audiences** offers automotive OTT advertisers the most robust automotive data in the industry.

Target Owners + Intenders by:

MAKE/MODEL	SEGMENT	NEW/USED
LEASE/PURCHASE	VEHICLE AGE	FUEL TYPE
BUDGET/CREDIT	BRAND LOYALTY	COMPETITOR



Drive Direct Business Results with Polk Demand Signals

Measure how your PREMION OTT campaign drove direct business results with unparalleled automotive measurement insights. With **Polk Demand Signals**, dealers can tie their OTT media spend to results that impact their bottom line – new vehicle sales.

- Aggregated insights from government, OEM & financial data sources
- Full US coverage for reporting
- New vehicle transactions are updated daily

IDEAL ADVERTISERS

- Tier 2:** Regional/Dealer Associations
- Tier 3:** Individual Dealerships or Multi-Rooftop Dealership

Campaign Overview

- Number of Households
- Total New Sales
- Buy Rate
- Number of Impressions
- Campaign Lift
- Audience

Demographic Profile %

- Gender
- Age
- Income

Make & Model

- Average MSRP

Competitor Analysis

- Competitor Rooftop Sales
- DMA Rank Lift

Elapsed Days to Purchase

- Days from First Impression to Purchase

Polk Automotive Solutions Data:

30+ Years
of vehicle ownership history

125M+
more than 125 million US HHs

2K+
Polk Audience Data Segments

49M+
new & used vehicle transactions (2020)

CHOOSING A QUALITY OTT PROVIDER

TOP 10 ADVERTISER CHECKLIST

10 Essential Questions Every Buyer Should Ask Before Advertising on CTV/OTT

- ✓ How do you source your inventory?
- ✓ Do you ever source inventory through Open Exchanges?
- ✓ Does your inventory reach both cable/satellite subscribers and cord-cutters?
- ✓ What are your tactics to ensure a brand-safe and fraud-free environment?
- ✓ What types of audience and geo-targeting do you offer?
- ✓ Does your reporting include measurement of reach and frequency?
- ✓ Do you provide full network-level reporting transparency?
- ✓ Will you share an upfront list of providers where inventory can run?
- ✓ Do you measure incremental reach against linear broadcast TV audiences?
- ✓ What types of attribution do you offer?