



Automotive

PREMION 

Reaching the Automotive Audience

Auto intenders* + Streaming TV

64%

of **US Auto Intenders** are not watching pay TV

Cord-Cutters: 36%

Cord-Nevers: 27%



PREMIUM + AUTOMOTIVE

Auto Intenders*

+ Streaming TV

91% OF US AUTO INTENDERS WATCH AD-SUPPORTED OTT

33% 

Stream series that no longer air on traditional networks

28% 

Stream series that are currently airing on traditional networks

42% 

Stream original series exclusive to service

54% 

Stream movies

24% 

Stream documentaries/ Informational TV shows

27% 

Stream sports

Gender

Male 50%
Female 50%

Age

Avg. 45
18-34 33%
35-54 36%
55+ 30%

HH Income

Avg. \$120K
\$75K+ 60%
\$100K+ 48%
\$150K+ 29%
Own 62%
Rent 35%

Education

College Grad 45%

Children in HH

1+ 41%

Employment

Full-Time 52%
Part-Time 14%

Auto Intenders (In the next 12 months)

New 63%
Used 74%
Lease 22%
Most Recent Purchase/Lease
Sedan/4 Door 25%
SUV 35%
Truck/4 Door 10%
Van/Minivan 4%

*MRI-Simmons, 2025 November Cord Evolution (SU25 USA); ad-supported OTT viewers planning to buy or lease a vehicle in the next 12 months; © MRI-Simmons 2025. The data herein derives from a confidential, proprietary syndicated product owned by GfK US MRI, LLC.

PREMION + AUTOMOTIVE

Automotive Industry Expertise

PREMION VERTICAL EXPERTISE:



3,237

CLIENTS



26K

CAMPAIGNS



10.7B

IMPRESSIONS



151.1K

FLIGHTS

JANUARY 2018 – DECEMBER 2025

SUB-CATEGORIES:

- Dealerships (New & Used)
- Foreign
- Domestic
- RVs/Mobile Homes
- Auto Supplies and Service
- Repairs and Service
- ATV/Camp/Boat/Motorcycle
- Recreational Vehicle Dealers
- Motorcycle

TARGETING STRATEGIES

- Polk Automotive Solutions by S&P Global Mobility
- In-market: Auto Intenders
- Interest: Luxury Or Outdoor
- Custom Segments

MEASUREMENT STRATEGIES

- Polk Demand Signals with Sales Lift
- Website Attribution
- Linear Reach Extension
- Brand Lift Measurement



Why PREMION for Automotive

A complete end-to-end CTV/OTT advertising solution



Premium
Content



Precision Targeting
POLK AUDIENCES



Attribution & Measurement
POLK DEMAND SIGNALS



Transparent
Reporting



Expansive
Presence



Unparalleled
Reach + Scale



TAG
Certifications



Experience
+ Expertise

Polk Audiences

By S&P Global Mobility



MAKE/MODEL



SEGMENT



NEW/USED



LEASE/PURCHASE



VEHICLE AGE



FUEL TYPE



BUDGET/CREDIT



BRAND LOYALTY



COMPETITOR

Best-in-Class Automotive Targeting

Built on the analytics of every new and used vehicle transaction across the US for each make and model over the past 30+ years, **Polk Audiences** leverage the deepest and most robust automotive data in the industry to ensure you are activating audiences that deliver on your OTT marketing strategy.

Polk

S&P Global
Mobility

Polk Signals Audience Measurement

Polk

S&P Global
Mobility

Drive Direct Business Results

Measure how your PREMION OTT campaign drove direct business results with unparalleled automotive measurement insights.

With **Polk Signals by S&P Global Mobility**, 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

Performance Metrics

- Number of Households
- Measured New Car Sales
- Buy Rate
- Number of Impressions
- Campaign Lift
- Audience Segments*
- Creative*

Elapsed Days to Purchase

- Days from First Impression to Purchase

Competitor Analysis

- Competitor Rooftop Sales*
- DMA Rank Lift*

Demographic Profile %

- Gender
- Age
- Income

Make & Model

- Average MSRP*



PREMION

PREMION is an award-winning, industry-leading CTV/OTT advertising platform. With the scale to reach streaming TV viewers across all 210 U.S. DMAs, Premion's platform is purpose-built with a local-first approach, delivering CTV and omnichannel advertising with tailored campaign performance that prioritizes premium content, brand safety, advanced targeting, and measurable outcomes.

Let's Do This.

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