High-Octane Data for the Modern Automotive Marketer

Precision-engineered deterministic insights to reach the right buyers across every screen.

The Alesco Data Automotive Database represents the gold standard in deterministic consumer intelligence, providing marketers with unparalleled visibility into vehicle ownership, brand loyalty, and purchasing behavior. Built upon multi-sourced verification, including transactional records, service history, and demographic signals, this dataset enables enterprise brands to move beyond modeling and engage with confirmed vehicle owners. **With hundreds of auto-specific deterministic segments**, our taxonomy allows for granular activation across the entire automotive lifecycle, from OEM conquesting to aftermarket retail and insurance acquisition.

Strategic Taxonomy Highlights

While our full taxonomy spans thousands of attributes, our Automotive Owners segment provides high-fidelity targeting by specific make and model. *Note: Our taxonomy also includes sub-layers for Vehicle Age, Fuel Type, Body Style (SUV/Sedan/Truck), and Likely In-Market Timing.*

Category	Representative Segments	Stategic Audience Persona
Luxury & Performance	**Segments:** Lamborghini, Maserati, Cadillac, Tesla, Polestar **Attributes:** High-HHI, exotic vehicle history, performance-tuned engine types.	**The Affluent Enthusiast:** Individuals prioritizing speed, power, and exhilaration. Targetable by specific luxury brand loyalty and high net worth.
Mass Market Leaders	**Segments:** Toyota, Chevrolet, GMC, Volkswagen, Mazda, Jeep **Attributes:** SUV/Crossover body styles, late-model (2020-2025) ownership.	**The Practical Utility Buyer:** Households focused on space, versatility (SUV), and reliability. Ideal for high-volume OEM conquesting and insurance renewals.
Niche & Legacy	**Segments:** Fiat, Smart, Scion, Plymouth, Pontiac, Geo, Sterling **Attributes:** Orphaned brands, older VINs, high-mileage indicators.	**The Maintenance & Aftermarket Segment:** Owners of discontinued or specialized brands requiring specific parts and service. Perfect for aftermarket retail and "trade-in" triggers.
Eco-Conscious	**Segments:** Tesla, Polestar, Smart, Hybrid-specific identifiers **Attributes:** Battery Electric (BEV), Plug-in Hybrid (PHEV), and Zero-Emission.	**The Sustainable Adopter:** Forward-thinking consumers driven by environmental awareness and tech innovation. Includes segments for both "City Comforters" and "Eco-Hatch Explorers".

Primary Use Cases & Activation

- **Programmatic & CTV Orchestration**: Power high-impact video campaigns by targeting specific households based on the vehicle currently in their driveway.
- **OEM & Dealership Conquesting**: Identify owners of competing brands whose lease or ownership cycle is reaching the 3–5 year inflection point.
- **Snowflake Clean Room Collaboration**: Securely join your first-party CRM data with Alesco's automotive signals to identify "blind spots" in your customer profiles.
- **Financial & Insurance Optimization**: Tailor insurance premiums or auto-loan offers based on confirmed vehicle value and owner demographics.
- **Aftermarket & Retail Expansion**: Trigger campaigns for tires, parts, or service based on specific make/model requirements.

Our premium deterministic segments are fully integrated within the **LiveRamp** ecosystem, ensuring a privacy-first transition from data to delivery. Whether you are optimizing for reach or conversion, these audiences are ready for immediate activation across **all major DSPs,** including **The Trade Desk** and **Google Display & Video 360 (DV360)**. Simply select our automotive taxonomy to fuel your next omnichannel campaign with unparalleled accuracy.

/LiveRamp

theTradeDesk

Google Display & Video 360