



●●● XFINITY.COM AUTOMOTIVE AUDIENCE TARGETING

Fast Facts

Marketers can reach specific groups of consumers by leveraging:

- 70+ Polk market predictor segments.
- **Purchase Predictor (PP):** what type of vehicle will a household likely purchase.
- **Garage Predictor (GP):** what type and what brand of vehicle does a household likely own.

Overview

With car shoppers spending significant time online before visiting a dealership, reaching those audiences with timely, relevant messages is critical. Comcast Spotlight, in conjunction with Polk, has created a sophisticated modeling platform, enabling automotive marketers to effectively segment audiences based on demographic and lifestyle data.

XFINITY.com Automotive Audience Targeting identifies more than 70 unique predictor segments, including a purchase predictor—the vehicle most likely to be purchased by a group of households—and garage predictor—the make and model a group of households currently owns.

Advertisers can use this modeling capability to deliver targeted advertising to these audience groups, for a more focused, engaging and effective campaign on XFINITY.com, one of the most-visited local websites in many Comcast Spotlight markets and the portal for more than 21 million XFINITY Internet customers.

Features

- Marketers can deliver distinct messages to audiences at multiple stages of the purchase process.
- Combines the targeting capabilities of direct marketing with the interactivity and immediacy of online advertising.
- Available advertising units are 300x250 run-of-site, and 160x600 and/or 300x250 on the XFINITY.com mail center.

Benefits

- Premium, low-clutter, above-the-fold inventory on XFINITY.com reaches authenticated XFINITY Internet customers.
- Polk's Total Market Predictor segments are proven to effectively target based on vehicle affinity and purchase intent.
- Placement on XFINITY.com guards against bot traffic and ad conflicts.