

## DMA Targeting

ZIP Level Targeting: Average of 850 Households per ZIP code
ZIP+4 Level Targeting: Average of 4.5 Households per ZIP+4

Predictive data is rolled up to the ZIP+4 level for targeting

Demographic information: age, income, gender, etc.

Inferred vehicle information: brand, make, type, value and age of vehicle Inferred purchase intent, vehicles considered and budget selections 300+ more auto-related data points provided by Polk

