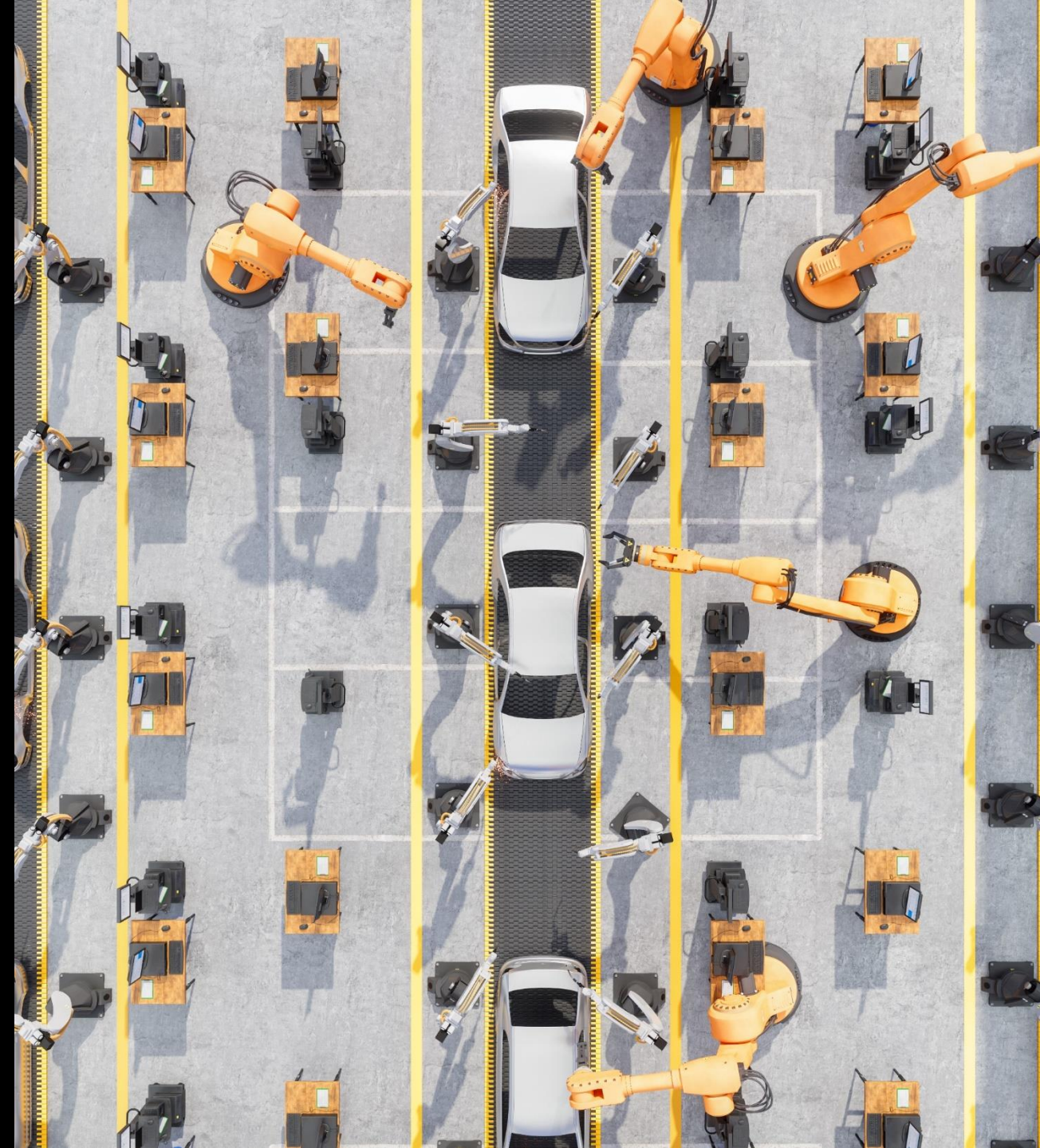


S&P Global
Mobility

Polk Audiences Best Practices

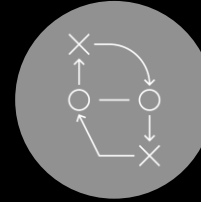
Using e-mail and programmatic
for optimal performance



Polk Audiences: Delivering first-class results for email campaigns

The **Polk Automotive Solutions** team works with each client to build customized lists that target households by make, model, segment, fuel type, service and much, much more

From start to finish we are with you every step of the way.



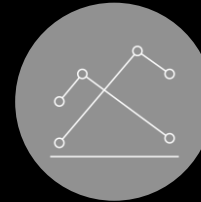
Develop audience strategy

Create custom target profiles for every initiative from over 2,000 available segments



Build target lists

Develop layered audience strategy, using Polk Owner and In-Market segments



Measure results

Use real time sales data for total marketplace activity including conquest and lost sales



Actionable insights

Apply key insights and learnings to continuously hone future strategies and improve performance

Use Case:

- **E-Mail Campaign Objective**
Mainstream OEM wanted to sell more sedans during sales event
- **Audience Strategy**
Developed layered segment approach utilizing Polk In-Market and owner audiences targeted to sedan segment and competitive makes
- **Timing**
July 2022

933 New brand-specific vehicles sold

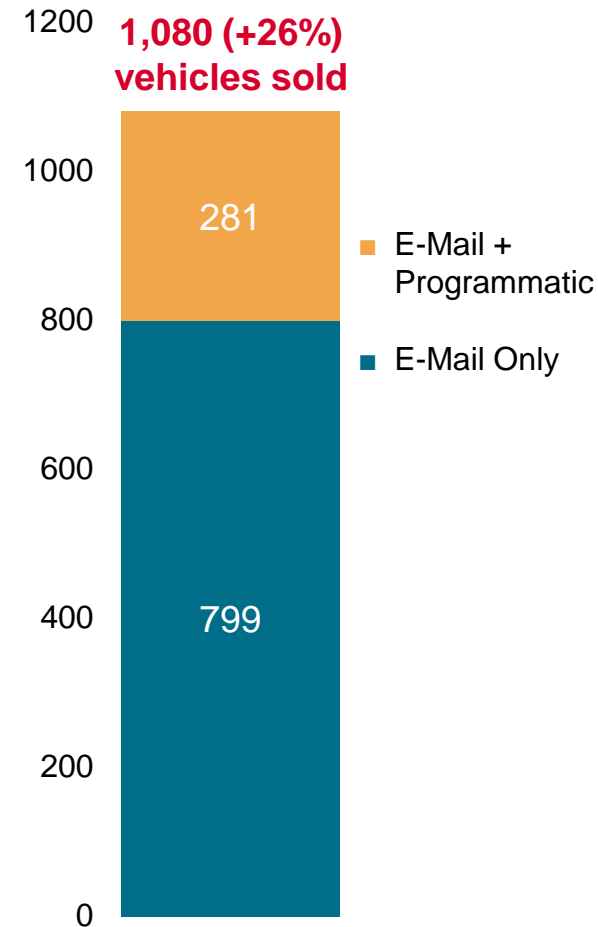
+25% Increase in target vehicle buy-through-rate versus control group

+70% Target vehicles share of sales compared to national average

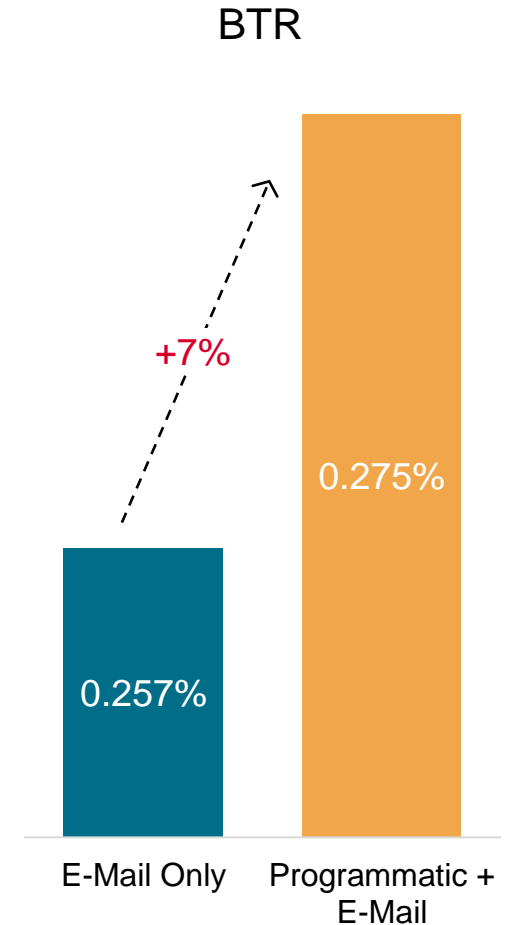
Activating Polk Audiences across E-mail and Programmatic improves performance

Investing just 10-15% more in programmatic channels delivered more sales and a better buy-through-rate.

Delivers more new vehicle sales



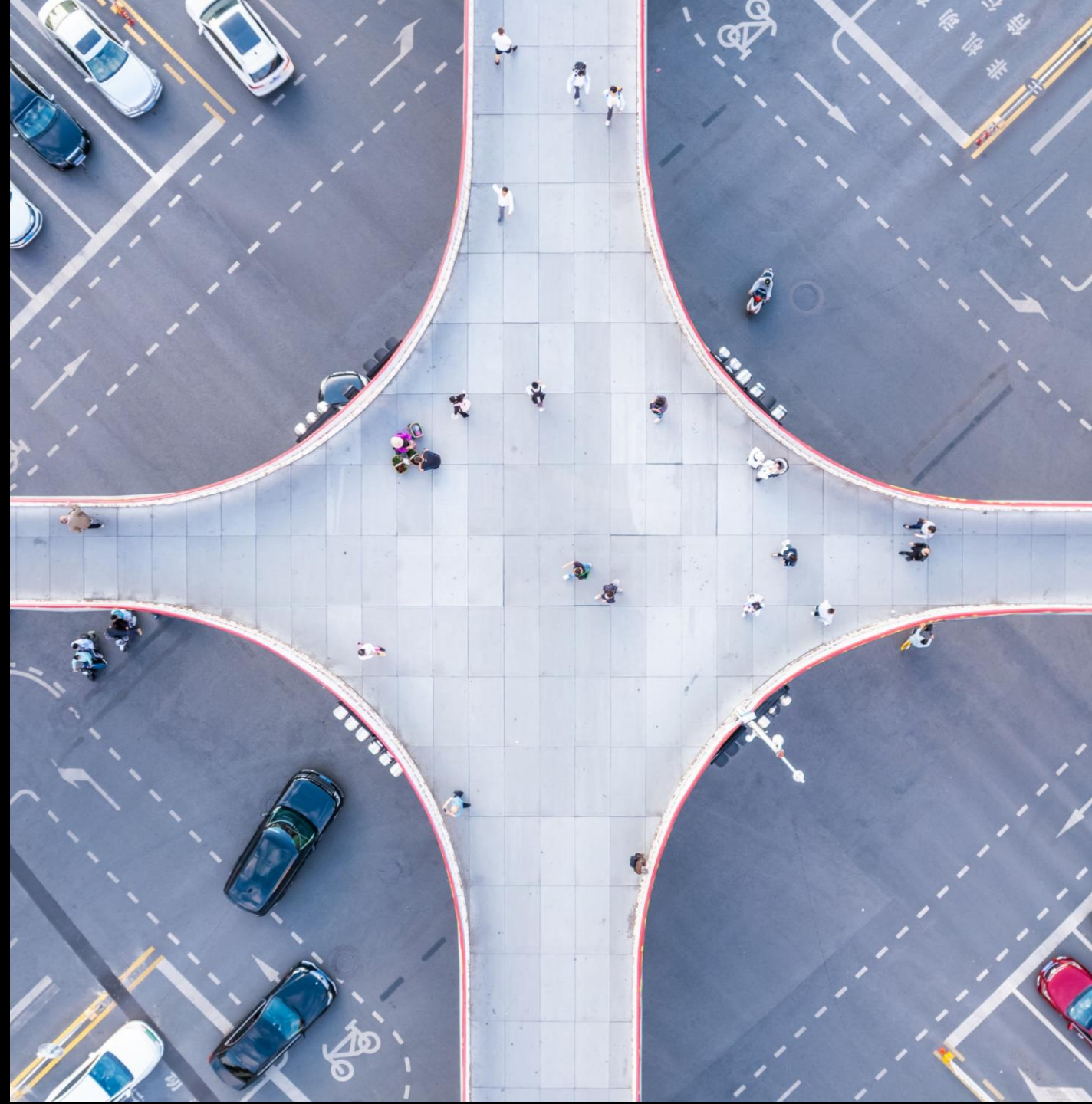
Improves buy-through-rate performance



Source: Sales Event Campaign for Mainstream OEM using Polk Audiences. Summer, 2022

Appendix

- Market Research Multichannel Use Case



Activating Polk Audiences across Direct Mail and E-Mail improves performance

Increasing budget just +20% for a Marketing Research initiative saw significant lifts.

Omnichannel approach **increased survey response rate by over 3x** compared to single channel method

Source: Survey Recruitment effort of Automotive Owners for Market Research initiative, Q2, 2023

Market Research Survey Response Rate

