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.

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

• Market Research Multichannel Use Case
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

S&P Global Mobility