



# Do-It-Yourself/ Do-It-For-Me Predictor Lists

Give Your Parts and Service Business a Tune-Up

Polk Audience  
DIY/DIFM Predictor  
Lists help you:

- Identify your best parts and service prospects
- Target households most receptive to having their vehicle serviced
- Minimize waste and optimize marketing spend by communicating with the right households

Target and find the  
hottest parts and  
service prospects  
in your markets.

Identify and target the hottest parts and service prospects in your market. Polk Audience DIY/DIFM Predictors can help automotive dealers, independent service stations and automotive repair shops reach DIFM (Do-It-For-Me) prospects likely to have a strong service preference. Parts wholesalers, parts retailers and dealers can increase parts business by reaching DIY (Do-It-Yourself) prospects based on their propensity to repair in multiple categories.

Polk Audience DIY/DIFM Predictor categorizes households depending upon their repair and maintenance behavior in the automotive marketplace. DIY and DIFM consumers can be placed into one of five cluster groups:

- **DIY Bargain Hunters** - These consumers are likely do-it-yourselfers that tend to shop around for the best prices and typically do not value higher quality parts. They are very likely to purchase parts from wholesale parts sellers.
- **DIY Premium Shoppers** - These consumers are likely do-it-yourselfers that tend to spend more on high quality parts. They are more likely to purchase parts from original equipment parts retailers (auto dealer).
- **No Preference** - These consumers have not indicated a strong preference to be either DIY or DIFM, but they tend to lean toward DIFM.
- **DIFM Bargain Hunters** - These consumers demonstrate a high propensity for having service done for them and they tend to shop around for the best price and do not differentiate between brands of parts. They are convenience seekers, looking for speed for the lowest price available.

Call us today,  
toll-free at  
1 800 464 7655  
and discover how  
Polk Audience  
DIY/DIFM Predictor  
Lists can have an  
impact on your  
business.

- **DIFM Premium Shoppers** - These consumers are less likely to shop around for the best price for service. They use a wide variety of repair outlets, including more upscale repair shops. They demonstrate a propensity to go to a dealership for service.
- **Combine for Added Power** - Use Polk Audience DIY/DIFM Predictors to enhance and narrow the focus on your brand-driven service campaigns. And, when you add demographic data, you'll enjoy even more effective marketing promotions.

For more information [www.ihsmarket.com/auto-marketing](http://www.ihsmarket.com/auto-marketing)

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## About IHS Markit ([www.ihsmarket.com](http://www.ihsmarket.com))

IHS Markit (NASDAQ: INFO) is the automotive industry's leading source for marketwide insight, expertise, and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world's leading OEMs, suppliers, and their transportation partners rely on IHS Markit to power growth, improve efficiency, and drive a sustainable competitive advantage.

Our automotive offerings and expertise span every major market and the entire automotive value chain—from product planning to marketing, sales, and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit's information and analytics powerhouse that includes more than 15,000 colleagues in 34 countries, covering energy, chemical, aerospace & defense, maritime, financial, technology, and media & telecommunications.