



HAYSTAQ^{DNA}

The AutoHQ database is a one-of-a-kind data source for auto brands, service centers, after market dealers, car accessory providers, etc. designed to identify and deliver new customers.

| SEGMENTS | PRICE | ID NUMBER |
|--|------------|------------------------|
| 173,578,553 TOTAL UNIVERSE / BASE RATE | \$95.00/M | NextMark 479367 |
| 173,578,553 Email Addresses | \$180.00/M | Manager |

DESCRIPTION

HaystaqDNA brings their microtargeting expertise to the automotive vertical with the AutoHQ database, a one-of-a-kind data source for auto brands, service centers, after market dealers, car accessory providers, and more. AutoHQ is designed to identify and deliver new customers. Unlike other auto data sources available for 3rd party offers, AutoHQ's make/model/year and 'in market' intent is sourced from verified transaction and consumer reported data; NOT modeled "guesses". As such, your targeting foundation with AutoHQ for direct marketing campaigns is stronger than any other source on the data rental market. This super-charged database combines the best of confirmed ownership data, response driven in-market timing, and world-class profiling techniques to provide auto marketers with an unbeatable data resource.

HaystaqDNA is the industry leader in microtargeting, or individual-level predictive analytics. Having perfected the technology in politics, Haystaq now has nearly a decade of experience producing microtargeting for the commercial and consumer marketing worlds. Proprietary predictive profiling ensures that you only talk to the best possible prospects and customers. Profiling is done at an individual level, ensuring that

UNIVERSE

173,578,553

LIST TYPE

Consumer



SOURCE

Multi Sourced

PERMISSION LEVEL

Opt-in

LIST MAINTENANCE

| | |
|----------------|-------------------|
| Counts through | 05/22/2017 |
| Last update | 06/23/2017 |
| Next update | 07/23/2017 |

SELECTS

- Add'l Selects (see description)
- Demographics
- Geo/SCF/State/Zip
- In-Market Timing
- Make/Model/ Year

GEOGRAPHY

USA

you only spend your marketing dollars on the right prospects.

By combining the best in consumer demographic and psychographic analysis with extensive automotive ownership data, HaystaqDNA determines what vehicles individuals will buy next, not just what they have bought in the past. Over 1,200 individual attributes (demographic, lifestyle, financial, etc.) are considered for each profile in the AutoHQ database.

The AutoHQ Database has been producing 20%-50% improvement over compiled list sources readily available on the list rental market. This is a MUST TEST for users of old DMV-sourced or inferred data sources. AutoHQ accurately identifies and micro-targets ownership at the household level and is therefore more successful in driving response using both current ownership and in-market intent, both of which are integral to acquisition campaigns.

In addition to standard Make, Model, Year and "In Market" timing selects, the following conquest In Market prospect profiles are available for targeting:

VEHICLE PROSPECT PROFILE SEGMENTS:

LUXURY CAR SUBCOMPACT
 LUXURY CAR COMPACT
 LUXURY CAR MID-SIZED
 LUXURY CAR FULL-SIZED
 LUXURY WAGON
 LUXURY SPORTS
 LUXURY SUPER
 LUXURY ELECTRIC HYBRID ALL
 LUXURY SUV SUBCOMPACT
 LUXURY SUV COMPACT
 LUXURY SUV MID-SIZED
 LUXURY SUV FULL-SIZED

UNIT OF SALE INFORMATION

Unit of sale information is not available

GENDER PROFILE

Male: %
 Female: %

MINIMUM ORDER

Quantity: 20,000
 Dollar: \$

NET NAME ARRANGEMENTS

Net Name is allowed.

Floor: 0%
 Min Qty: 0
 Run Charges:

EXCHANGES

Exchange is not allowed

KEY CODING

Key Coding is available

Charges:

NON LUXURY CAR SUBCOMPACT
 NON LUXURY CAR COMPACT
 NON LUXURY CAR MID-SIZED
 NON LUXURY CAR FULL-SIZED
 NON LUXURY WAGON
 NON LUXURY SPORTS
 NON LUXURY ELECTRIC HYBRID ALL
 NON LUXURY MINIVAN
 NON LUXURY VAN FULL-SIZED
 NON LUXURY SUV SUBCOMPACT
 NON LUXURY SUV COMPACT
 NON LUXURY SUV MID-SIZED
 NON LUXURY SUV FULL-SIZED
 NON LUXURY SUV 3ROW
 NON LUXURY PICKUP FULL-SIZED
 NON LUXURY PICKUP MID-SIZED
 NON LUXURY PICKUP SMALL

VEHICLE BRAND COUNTRY OF ORIGIN:

ASIA (ALL, LUXURY, AND NON LUXURY OPTIONS)
 JAPAN (ALL, LUXURY, AND NON LUXURY OPTIONS)
 SOUTH KOREA (ALL AND NON LUXURY OPTIONS)
 EUROPE (ALL, LUXURY, AND NON LUXURY OPTIONS)
 GERMANY (ALL, LUXURY, AND NON LUXURY OPTIONS)
 GREAT BRITAIN (ALL, LUXURY, AND NON LUXURY OPTIONS)
 ITALY (ALL, LUXURY, AND NON LUXURY OPTIONS)
 SWEDEN (ALL AND LUXURY OPTIONS)
 USA (ALL, LUXURY, AND NON LUXURY OPTIONS)

CONTACTS

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