



AutoNet Direct Data Network

An evolution in automotive audience strategy

Taylor's AutoNet Direct Data Network is the industry's leading source of complete automotive and auto-related shopper data for in-market consumers across the entire vehicle purchase journey.

The Power of Triggered, Active Shopper Data

Other lead sources try to predict. With Taylor's AutoNet Direct Data Network, you'll know. Reach prospects early in their car shopping journey to increase consideration of your products.

AutoNet Select

AutoNet Select delivers the strongest shopper audience by integrating our best-performing data attributes.

Taylor's AutoNet Select combines strategy and dominant AutoNet data elements such as in-market shopping triggers, vehicle make/model shopped, purchase intent, mobile locations, shopper demographics, psychographics, propensity and affinity modeling — all to ensure you identify your best active shoppers.

Key Features and Benefits of AutoNet Select:

- Taylor's experts will partner with your data team to develop a target audience strategy.
- Leverage AutoNet's decades of shopping history to define cross shoppers, competitive sets and advanced modeling to identify those individuals most likely to engage with your program's message or offer.
- Access to over 90% of U.S. internet traffic (based on app activity).
- Over 10,000,000 active purchase intent triggers per month.
- Access to over 4 million dealership visitors annually (42,000+ U.S. dealers geo-mapped).
- Enhanced with Acxiom demographic and automotive elements (including vehicle ownership).
- Organic opted-in leads with verified email, postal addresses and device ID.
- Leads are ready for email, postal and integrated digital targeting or standalone campaign use.

AutoNet In-Market Shopper with Make and Model

Taylor's proprietary AutoNet In-Market Shopper dataset, with make and model shopping detail, is here to help our partners with campaigns requiring audience volume pulled from specific make and model of interest or vehicle specific segmentation.

- Vehicle make and model level shopping detail
- Organic opted-in leads with verified email and postal addresses
- Over 400,000 new leads per month
- Enhanced with Acxiom demographic, and automotive elements (including vehicle ownership)
- Leads are ready for email, postal and integrated digital targeting or standalone campaign use



Direct Mail

Lead with direct mail for your best new customer acquisition results.



Email

Active auto shoppers have opted-in and waiting for marketing offers.



Digital Targeting

Proven to increase your overall campaign performance.



About Taylor Marketing, Data & Analytics

One of the largest privately held companies in the United States, the Taylor family of companies provides a diverse set of customer communications products, services and technologies. We empower businesses to build memorable brands and operate efficiently and effectively.

By partnering with Taylor, you can leverage our data expertise and marketing technology to drive results, heighten engagement, know your customers and market cross-channel.

Interested in learning more?

For more information about the broader solutions that Taylor provides, please visit TaylorMDA.com and taylor.com.

About Taylor

Taylor Corporation is among the top five graphic communications companies in North America. We are headquartered in North Mankato, Minnesota, and employ more than 12,000 people across operations in 25 states and eight countries.