ENGAGED AUDIENCES

DIESEL WORLD

Ideal Audience Segment for:
- Truck Manufactures
- Part Manufactures
- Diesel Events

DIESEL WORLD — BUILT WITH PURPOSE

DIESEL ENTHUSIASTS DIGITAL AUDIENCE SOLUTION

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences.

Our exclusive Diesel Enthusiast profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service.

Engaged Audiences is an exclusive, proprietary platform built from the best experiential, online, and offline data sources. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major diesel events nationwide like Scheid Diesel and the Ultimate Callout Challenge. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Diesel World subscribers and search data.

$450 Billion — Total spent annually on diesel products and services in the U.S. is $450 billion.
(Source: American Trucking Association Almanac, 2018)

93% — 93% of the audience is male.
(Source: Internal)

10x — Audience is 10x more likely to buy truck parts and services.
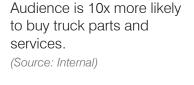*(Source: Internal)*

71% — 71% of the audience may attend national or local diesel events.
(Source: Internal)

34% — 34% owns 2 or more diesel trucks.
(Source: Internal)

41% — 41% of the audience spent time at events each year.
(Source: Internal)

$100k / $150k — Majority has an annual household income of $100-$150k.
(Source: Internal)

For more information, please contact:

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DIESEL ENTHUSIASTS
DIGITAL AUDIENCE SOLUTION

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We carefully curate our audiences using combinations of the following below for maximum results!

Technographics
Target users by device such as desktop, laptop, tablet and mobile.

Demographics
Target users by gender, income, age, etc.

Geo-Targeting
Target by geography including DMA, state, zip code or country.

Browsing Behavior
Target users based on past browsing behaviors such as websites visited.

Intent-Based Search
Target users based on their search history.

Contextual Content
Target users based on the contextual content (including keywords) on the page they are viewing.

Event Targeting
Using the 'geo-fence' technology, target customers who have attended specific events at a location like a convention center, within a date range.

Geo-Fence
Target users who have visited a specific geographical location.

Sample Visual

Art required: 300 x 250 pixels; 72 dpi JPG