StreetTrucks

Ideal Audience Segment for:

- Truck Manufactures
- Part Manufactures
- Truck Shows & Events

2019 **WHEEL & TIRE** BUYER'S GUIDE
StreetTrucks
POLISHED
AN LT4-POWERED GOLDIE

STREET TRUCK ENTHUSIASTS DIGITAL AUDIENCE SOLUTION

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

Our exclusive Street Truck 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 events nationwide like The Grand National Roadster Show and SEMA Show. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Street Truck subscribers and search data.

99% Our audience is 99% male.
(Source: Internal)

34Yrs Average age is 34 years.
(Source: Internal)

93% 93% are truck owners.
(Source: Internal)

72% 72% are repeat truck owners.
(Source: Internal)

62% 62% may attend national or local truck shows.
(Source: Internal)

43% 43% build custom trucks for shows.
(Source: Internal)

69% 69% more likely to buy truck parts and services.
(Source: Internal)

$70k $80k Majority of audience has annual household income of $70-$80k.
(Source: Internal)

For more information, please contact:

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STREET TRUCK ENTHUSIASTS
DIGITAL AUDIENCE SOLUTION

ENGAGED
AUDIENCES

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