

# TrueTarget Toyota

Target consumers that are in-market to buy a Toyota with audiences built from quality online interest-based data. TrueTarget auto audiences are scaled datasets that include users who actively exhibit car-buying intent - like researching vehicles, comparing vehicles, and viewing financing options.

## Quantcast Data Sources



## Audience Built From

970  
exclusive domains  
72MM  
monthly mobile  
unique users  
worldwide



31MM  
monthly desktop  
unique users worldwide  
550MM  
monthly page views  
Up to 30 data points  
per segment

## Affinity



## Composition



## Pixalate Global Seller Trust Index



## Related TrueTarget Segments

In Market Body Style

- Full-size Sedan
- Minivan
- Luxury SUV
- Luxury Sedan
- Hybrid/Alternative Fuel
- Sports Car/Convertible

In Market Brand



## Ad Units



- Flex
- In-Image/ In-Screen
- Editorial Video
- Native
- Pre/Mid/Post-Roll Video
- Standard IAB
- Custom Sizes
- Roadblock
- Branded Content

# Want to reach this segment via Private Marketplace or Direct Deal?

Talk to a campaign professional today.