

# Data Transparency Facts

Data Distributor Name: **Data Company**

Data Distributor Contact: [DataSolutionTeam@data.com](mailto:DataSolutionTeam@data.com)

Data Provider Name: **Leasing Company**

Data Provider Contact: [DataAccounts@leasingco.com](mailto:DataAccounts@leasingco.com)

## Audience Snapshot

**Branded Name** Auto Intenders – Six Months

**Standard Name** Auto Intenders

## Audience Description

Households likely in the market to purchase a new vehicle in the next six months

**Geographies** USA

**Audience Construction** Attributes

**Audience Count** 6,500,000

Precision Level Households

Activation ID(s) Cookies

**Audience Expansion** Yes

**Cross-Device Expansion** Yes

**Last Refresh Date** 02-Jan-2018

**Event Lookback Window** 60 Days

**Data Source** Attributes

## Source ID Description

Dealer-reported names and postal codes of individuals who requested test drives

**Source ID Contribution** 1,130,000

Precision Level Individual

ID Key Name and Postal

Source Event Transactions

Inclusion Method Observed

Seed Size (if modeled) -

**Source Refresh Frequency** Quarterly

**Event Lookback Window** 180 Days

This Data Transparency Label has been developed by members of ANA's Council for Data Integrity and IAB Tech Lab's Data Transparency Working Group, with the support of CIMM, The ARF and IAB's Data Center of Excellence. For more information, please visit [datalabel.org](http://datalabel.org).