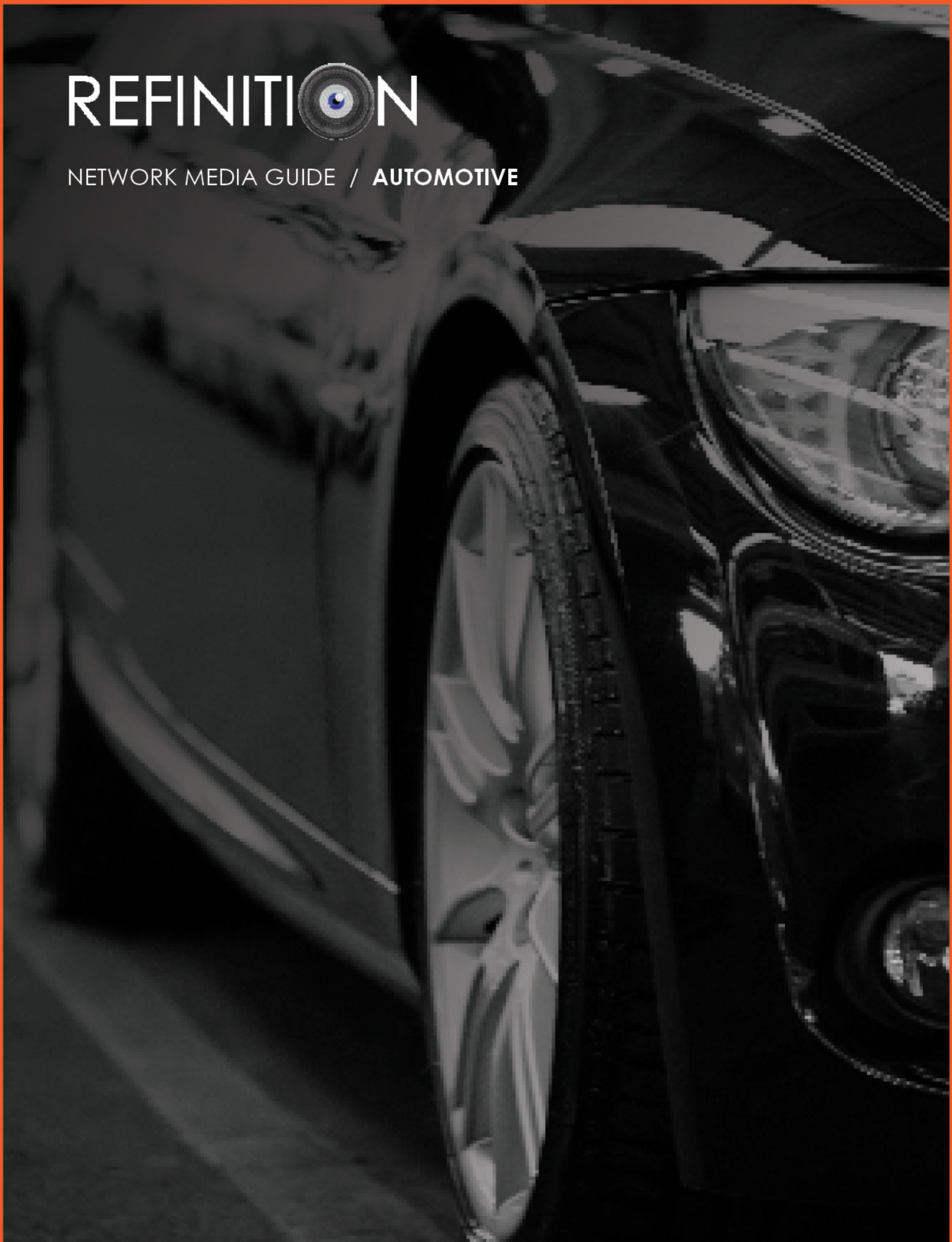


# REFINITION

NETWORK MEDIA GUIDE / **AUTOMOTIVE**



# REFINITION

## DATA FRESH DAILY/ AUTOMOTIVE NETWORK

**SPEND LESS – SELL MORE – REPEAT OFTEN**

### REFINITION – The Automotive Network

Refinition can provide you with every active automotive shopper at every US car dealership in the US. This audience will out-perform traditional TV, print and digital effort by orders of magnitude.

We capture nearly every person on in a dealership or on its lot than any company. Whether you are an OEM, dealer, insurance or financing, we deliver just the active real people currently you want.

### ACTIONABLE – In Market Intenders



### THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 300 million reachable consumers for your campaigns.

### DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our automotive network identifies devices of real people at every dealership in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

**UNDERSTAND MORE & DRIVE CONVERSION** – Better Research, Refined Audience, Enhanced Results

**ALL IN VS. OPT-IN** – Wider Audience, Any Location, Just Real People