

BUYER MARKET INTELLIGENCE REPORT

REAL BUYERS. REAL OPPORTUNITY. A SMARTER WAY TO GROW.

Saint Louis, MO (63125)

Prepared for: **Auto Nova**

Selected Buyer Study: **Mainstream / Sales**

Report Date: March 14, 2025

This report uses proprietary buyers intelligence built from thousands of studies, surveys, advanced behavioral science, and over 20 million vehicle sales.



KEY MARKET INSIGHTS



10,472

**ACTIVE BUYERS
IN MARKET**

Estimated households
with buyer potential



~24%

**IMMEDIATE
OPPORTUNITY
(0-3 MONTHS)**

Ready-now buyers



~58%

**ANNUAL
OPPORTUNITY
(0-12 MONTHS)**

Cumulative buyer window



34 / 100

MARKET FIT SCORE

Developing match;
use targeted filtering
for best results.

LOCAL MARKET SNAPSHOT



70%

Homeowners



75%

Multi-Vehicle
Households



3.4

Average Vehicles
per Household



2%

0-7 Year
Vehicle Mix



95%

12+ Year
Vehicle Mix

— BUYER TIMING & OPPORTUNITY

A CLEAR VIEW OF YOUR BUYER OPPORTUNITY.

This section converts the study's exclusive buying-cycle data into a cumulative dealer opportunity view. The longer the time window, the larger the opportunity, because each period includes all earlier time frames.

MARKET OPPORTUNITY FUNNEL

~24%

0 - 3 MONTHS

Immediate Opportunity

Ready-now audience. Use direct conversion, appointment, offer, and inventory-availability messages.

~44%

0 - 6 MONTHS

Near-Term Opportunity

Includes the 0-3 month audience plus additional shoppers indicating a 6-month buying window.

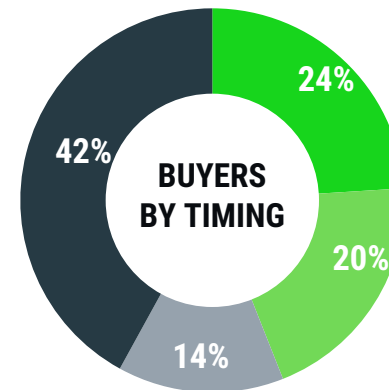
~58%

0 - 12 MONTHS

Annual Opportunity

Includes 0-3, 0-6, and 0-12 month buying-cycle audiences.

BUYING-CYCLE BREAKDOWN



	0 - 3 Months	24%
	3 - 6 Months	20%
	6 - 12 Months	14%
	12+ Months	42%



KEY IMPLICATIONS

- Ready-now buyers respond best to direct, time-sensitive offers, appointment messaging, and inventory availability.
- Near-term shoppers are researching and comparing, so build trust and stay top of mind.
- Longer-term shoppers need educational content, inventory updates, and consistent follow-up.

— KNOW THE BUYER'S HOT BUTTON

THE MESSAGES THAT DRIVE ACTION.

These insights show what matters most to buyers in this market. Use these themes to create more relevant, more effective marketing across every channel.

BUYER MOTIVATIONS



SUGGESTED MARKETING MESSAGES

"I take pride in making smart financial decisions."

"I prefer dealerships that are honest and straightforward."

"Spending wisely is more important than spending more."

"A smooth buying experience is just as important as the vehicle itself."



TURN INSIGHTS INTO RESULTS

Use the top message themes in email subject lines, direct mail headlines, landing pages, and follow-up scripts.

Match the messaging to the buyer instead of using one broad dealership offer.

**RIGHT MESSAGE.
RIGHT TIME.
MORE BUYERS.**

— BUYER PROFILES, PROSPECTS & CAMPAIGN STRATEGY

FROM DATA TO ACTION. A CLEAR PATH TO MORE SALES.

CUSTOMER PROFILE SYSTEM



Vehicle Match

Year, make, model, class, fuel type, and ownership length.



Household Match

Age, home ownership, home value, income band, and number of vehicles.



Study Match

Demographic segments are matched to the selected buyer study.



Buying Cycle

Assigns exclusive timing buckets and cumulative opportunity windows.

SAMPLE HIGH-PROBABILITY PROSPECTS (ANONYMIZED)

ID	LOCATION	VEHICLE	3M	6M	12M
#1001	63125	SUV	26%	49%	75%
#1002	63125	Truck	25%	45%	72%
#1003	63125	Sedan	24%	41%	68%
#1004	63125	SUV	22%	38%	65%
#1005	63125	Crossover	21%	37%	63%

RECOMMENDED CAMPAIGN STRATEGY

CAMPAIGN	TARGET AUDIENCE	KEY MESSAGE / FOCUS
 Ready-Now Buyer	0-3 month audience	Direct conversion, appointment, inventory availability.
 Comparison / Confidence	3-6 month shoppers	Model comparisons, reviews, test drives, build trust.
 Inventory Watch	6-12 month shoppers	New arrivals, price alerts, trade-in value.
 Value + Trust	All buyer segments	Payment options, transparency, dealership reputation.
 Lifestyle Match	Segmented audiences	Vehicle-specific emotional messaging.



POSITION FOR A STRONGER TOMORROW

Use these insights to build a focused, multi-stage marketing strategy. Reach the right buyer, with the right message, at the right time - and turn local intelligence into real results.

MORE RIGHT BUYERS.
MORE OPPORTUNITY.
A STRONGER DEALERSHIP.