

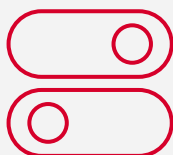
## Polk Auto Direct (formerly Polk Dealer Marketing)

### Your On-Switch for Audience & Measurement Solutions

**PolkAutoDirect.com** was built to simplify the complexity of audience buying and give greater, affordable access to the industry's best data sets



Access Polk Audiences for In-Market, Owner, Financial, Trade-In, Service and EV segments



Seamlessly onboard directly to your channels and activate



Comprehensive sales summary reporting for your marketing region at your fingertips

### 900+ available segments, built from 30+ years of owner history and modeling expertise

Polk Auto Direct is the difference maker for dealers—delivering great returns on investment.

With audience performance reporting, free-of-charge in every package, dealers can track real-time sales, including competitive/lost sales, to make data-driven strategy decisions.

### Get better returns on your investment

- Easy pricing
- Immediate access
- Sales measurement
- Unlimited use
- Multi-dealer management

#### Social media packages starting at \$299 a month

Select from 15, 25 or 35 Polk Audience packages with direct integration to Meta

#### HAVE QUESTIONS?

Visit: **[PolkAutoDirect.com](https://PolkAutoDirect.com)**

Email: **[sales@polkdealermarketing.com](mailto:sales@polkdealermarketing.com)**



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