

# Predicting auto purchase intent — weeks before the competition.

Auto decisions show up in behaviour — dealership visits, service timing, renewal windows — well before they show up as a sale. Most brands target on demographics and miss that window.

~70%

OF AU DEALERSHIPS

3–6 wks

INTENT, AHEAD OF MARKET

Household

RESOLUTION

## THE SIGNAL

Through our partnership with Human Data, an Integrated Partner of Pentana Software, Alive Data sees transaction, renewal and service activity across roughly 70% of Australian dealerships — resolved to the household and layered with movement, spend and wealth.

## THE RESULT

Less spend wasted on out-of-market households, and earlier reach on the ones actually in the market — the difference between chasing a sale and being there before the competition.

## WHAT IT UNLOCKS

- **In-market intenders** — households showing genuine buying behaviour now, not lookalikes.
- **Service & renewal timing** — reach owners as finance, insurance and service windows open.
- **Conquest** — identify intenders weighing up a competitor.

## STRATEGIC PARTNERSHIP

Automotive data is sourced through Alive Data's strategic partnership with **Human Data** — an Integrated Partner of Pentana Software.



### Want the exact numbers?

The full data sheet — signal counts, match rates, per-record detail — is available to account teams on request.