



AUTOMOTIVE INDUSTRY

LEADS & DATA

McGRAW is your premium source for high-quality, targeted auto owner data with TPCA compliant leads available. We leverage your data and insight to build relevant content strategy around your target audience and deliver your profit-driven search, social, display, or multi-channel campaigns.

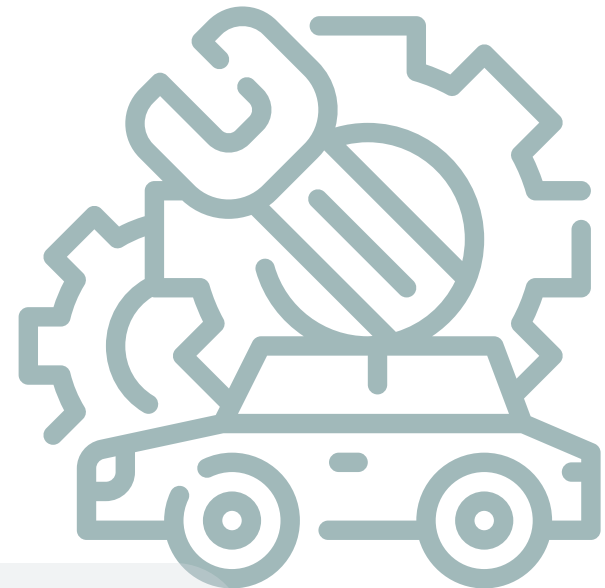
AUTO WARRANTY

McGRAW houses a large auto database with monthly updates. Additionally, we have feeds with new leads generated daily. We match you with your ideal leads based on a number of outputs:

- Name
- Address
- Phone
- Make
- State
- Model
- Year
- Email Address
- Gender
- Age

AUTO INSURANCE

With McGRAW, we will bring aged auto Insurance leads and lists straight to you. Not only can we pinpoint your target customer, but our leads are guaranteed to be new and fresh.



GET THE LATEST DATA AND
AUTOMOTIVE LEADS FIRST
WITH **MCGRAW.**

MCGRAW OPT-IN AUTO EMAIL MASTERFILE

Utilize the McGRAW Auto Email Masterfile to enhance your omni-channel marketing strategy and reach targeted audiences across platforms and devices. We partner with the leading industry's publishers and platforms, putting our own money to work to drive engaged consumers to our digital media properties.

- Build your own first-party data sets
- Aged leads, API integrations, real-time feeds
- Design and inventory placement
- 6,420,731 Total Universe / Universe Rate Segments, \$80.00/M
- Minimum Quantity = 10,000
- Net Name is allowed
- Male = 96, Female = 96

SERVICES WE OFFER FOR B2B AND B2C



DATA PROCESSING

Data hygiene, enhancement, appends, and more to make your data actionable.



ACQUISITION EMAIL

Acquire new customers with permission-based emails to custom target audiences.



DATABASE SERVICES

Marketing, prospect, and analytic databases built to power your growth.



LEAD GENERATION

B2B and B2C lead gen via opt-in digital placements and co-branded emails.



DATA MONETIZATION

Monetize your data with our end-to-end list management service.



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