

REACH HISPANIC CAR BUYERS AUTHENTICALLY WITH PRECISION AND SCALE



Engage valuable Hispanic **auto shoppers** with **data-driven audience targeting**.
Powered by **Canela Media Audience Solutions (CAS)**, brands can reach consumers more effectively and efficiently.

AUTOMOTIVE AUDIENCE SNAPSHOT*

2x

Canela Audience is more interested in purchasing used domestic compact vehicles.

4x

Canela Audience is more likely to purchase a new electric vehicle in the next 12 months.

11x

Canela Audience is more likely to purchase a new van or minivan in the next 12 months.

124 IDX

Canela Audience is more likely to research automobile information online.

*Scarborough USA+ (Current 6 months) 2025 Release 1 Total (Jul 2024 – May 2025), Canela Media Audience, Past 30 days.

CANELA
AUDIENCE SOLUTIONS

Through Canela Media Audience Solutions, brands can reach **35M+ U.S. Hispanic consumers** with precision and scale through **1,170+ purchase and location-based segments available across your preferred buying platforms.**

SAMPLE SEGMENTS

- > Auto Enthusiasts
- > Car Enthusiasts
- > Vehicle Type: SUV
- > Vehicle Class: Small SUV Owners
- > Vehicle Class: Mid-Size Car Owners
- > Vehicle Age: 6+ Years Old
- > Vehicle Age: 0–3 Years Old
- > Auto Aftermarket Buyers
- > Auto Service and Parts
- > General Motors Manufacturer