



Audience	Category	Sub-Category	Sub-Category
Intent			
	Auto Buyers		
		Body Style	
			2-Doors
			Compact
			Convertible
			Coupes
			Crossover
			Hatchback
			Hybrid
			Luxury
			Minivan
			Off Road Vehicles
			SUV
			Sedan
			Sports
			Trucks
			Vans
			Wagons
		Condition	
			New
			Used
		Make	
			Acura
			Audi
			BMW
			Bentley
			Chevrolet
			Chrysler
			Dodge
			Ford
			GMC
			Honda
			Hyundai
			Jeep
			Kia
			Lexus
			Mazda

			Mercedes
			Mitsubishi
			Nissan
			Pontiac
			Ram
			Subaru
			Toyota
			VW
		Manufacturers	
			Asian Manufacturers
			European Manufacturers
			US Manufacturers
	Propensity		
		Auto	
		Finance Insurance	
		Personal Tech	
		Retail	
		Travel	
	Services		
		Arts & Entertainment	
		Automotive	
		Biz & Professional Service	
		Computers Internet	
		Contractors Construction	
		Education	
		Finance & Insurance	
		Health Medicine	
		Home & Garden	
		Legal	
		Manufacturing & Production	
		Personal & Care	
		Pets	
		Real Estate Moving & Storage	
		Restaurants	
		Retail Shopping	
		Sports & Recreation	
		Telecommunications	
		Travel & Transportation	
	Shopping		
		Auto Parts & Repair	
		Babies & Kids	
		Back To School	
		Books	

		Business & Office Supply	
		CPG	
		Fashion	
		Flowers & Gifts	
		Food & Wine	
		Health & Beauty	
		Holiday Presents	
		Home & Garden	
		Mobile	
		Movies	
		Music	
		Personal Tech	
		Pets	
		Retail	
		Sports & Recreation	
		Toys	
	Travel		
		Accommodation	
		Business Travelers	
		Car Rentals	
		Cruises	
	Destinations		
		Asia	
		Canada	
		Caribbean	
		Europe	
		Mexico	
		South America	
		South Pacific	
		USA	
	Family Trips		
	First Class Travelers		
	Flights		
	Ski		
	Vacations Packages		