

Blis Announces Integration with Mobility Global's Polk Audience Data, Enabling Verified Automotive Intelligence at Scale

NEW YORK, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Blis, T-Mobile's omnichannel advertising platform, today announced a partnership with Mobility Global, allowing Blis to give advertisers access to source-level automotive data from [Polk Audiences](#). Through a direct integration with Polk, Blis brings automotive intelligence around ownership and in-market timing into the platform, enabling advertisers to build audiences grounded in consumer behavior rather than inferred signals.



By combining Polk Audiences with exclusive carrier insights and third-party purchase signals, Blis

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*Chris Ravenscroft, Sr.
Manager & Client Partner,
Mobility Global*

enables advertisers to move beyond probabilistic assumptions and activate consumer understanding with greater precision and confidence. Blis leverages over 500 attributes around ownership, loyalty and purchase behaviors to help brands identify and reach more relevant audiences.

“This gives advertisers a more actionable view of the automotive consumer journey,” said Chris Ravenscroft, Sr. Manager & Client Partner, Sales Solutions at Mobility Global. “By bringing Polk's trusted automotive data into the Blis platform, brands can better identify, understand

and engage high-value audiences.”

A New Standard for Automotive Audience Intelligence

Within the Blis platform, marketers can now build and activate audiences grounded in confirmed

vehicle ownership, make, model and engine type, alongside broader automotive intent categories spanning servicing, aftermarket behaviors, and wheels and tires. Marketers can combine Polk automotive data with carrier insights to understand not only what consumers drive, but also how they move, shop and engage. Together, these signals connect vehicle ownership with real-world behaviors and interests, helping brands reach more relevant audiences.

This includes:

- Consumers actively researching vehicle purchases via automotive shopping apps including CarGurus, AutoTrader, Carvana, and Kelley Blue Book
- Current owners and brand considerers engaging with OEM apps including FordPass, BMW Connected, and Hyundai Bluelink
- Verified EV owners and high-intent electric vehicle audiences identified through EV charging app behaviors including ChargePoint, EVgo, and Electrify America

Polk automotive data expands the intelligence available within Blis, enabling marketers to connect automotive ownership signals with broader behavioral, mobility and purchase insights to create more relevant advertising strategies.

"The future of audience intelligence isn't built on isolated signals – it's built on connecting data across the consumer journey," said Alex Boras, President, Blis, part of T-Mobile Advertising Solutions. "By bringing Polk automotive intelligence together with T-Mobile's exclusive carrier insights, we're helping brands reach more relevant audiences with greater accuracy and media effectiveness."

ABOUT BLIS, PART OF T-MOBILE ADVERTISING SOLUTIONS

Blis, part of T-Mobile Advertising Solutions, is an omnichannel advertising platform that helps brands understand, reach, and engage audiences across every major channel and device.

Blis is the omnichannel activation point for carrier insights, providing a comprehensive view of consumer movement, mobile engagement, media consumption, and shopping behavior. With a privacy-centric, ID-intelligent approach, Blis transforms these insights into durable audience signals that help marketers drive measurable business outcomes online and offline.

Across international markets, Blis works with leading telecommunications providers and other strategic partners to bring its audience intelligence and omnichannel capabilities to major brands and media agencies around the world. For more, visit <https://blis.com/us/>.

ABOUT MOBILITY GLOBAL

Mobility Global is the world's standard for automotive information, providing critical data and analytics across the full vehicle lifecycle. Its portfolio of trusted brands and products includes CARFAX, automotiveMastermind, Polk Automotive Solutions, and Market Scan, supporting the

world's major automotive manufacturers, suppliers, dealer groups, media, financial institutions, and consumers with data, forecasts, insights, technology, and innovation. For more, visit mobilityglobal.com.

Joseph Zappa
Sharp Pen Media
+1 516-477-1617
[email us here](#)

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