



Digital Drives Auto Shopping

November 2013

WHAT WE WANTED TO KNOW

How does digital drive
auto research and
purchasing decisions?



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

WHAT WE FOUND



Auto shoppers are open to influence

Today's auto intenders are open-minded with 72% of search sessions involving cross-shopping



In-market shoppers are researching more than ever

While time in-market is roughly the same, these shoppers are turning to 24 research touch points on average



Connected devices are driving greater research activity

Mobile usage has increased 35% year over year, with a focus on research and comparison activities



Video influences auto brand discovery and consideration

Video research is on the rise and online video was the #1 format for encouraging brand consideration



Dealer interaction and post-purchase experiences matter

62% of the vehicle owners said customer service could influence future purchases

Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013



Today's auto shoppers are **open to influence**



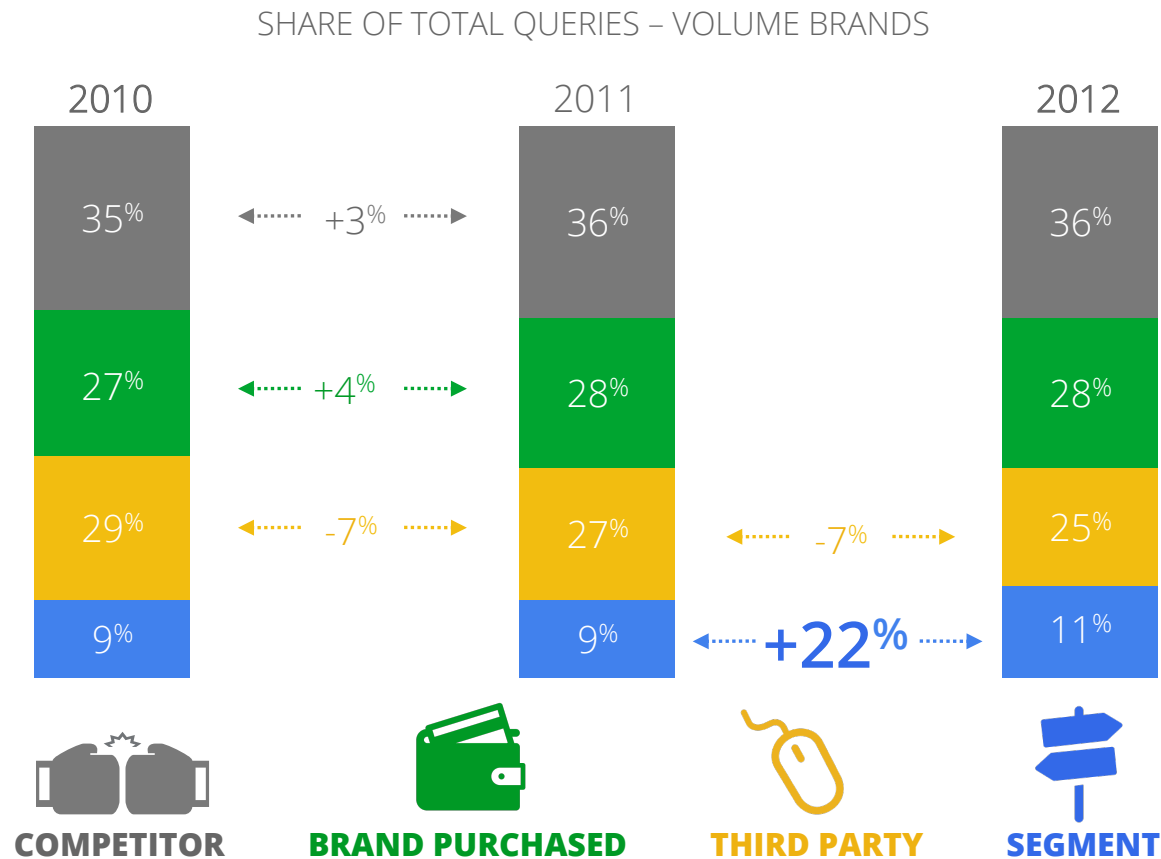
72%
of search sessions
involve **cross-shopping**

Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013



Cross-shopping is standard behavior

With **segment searches** showing a double-digit increase

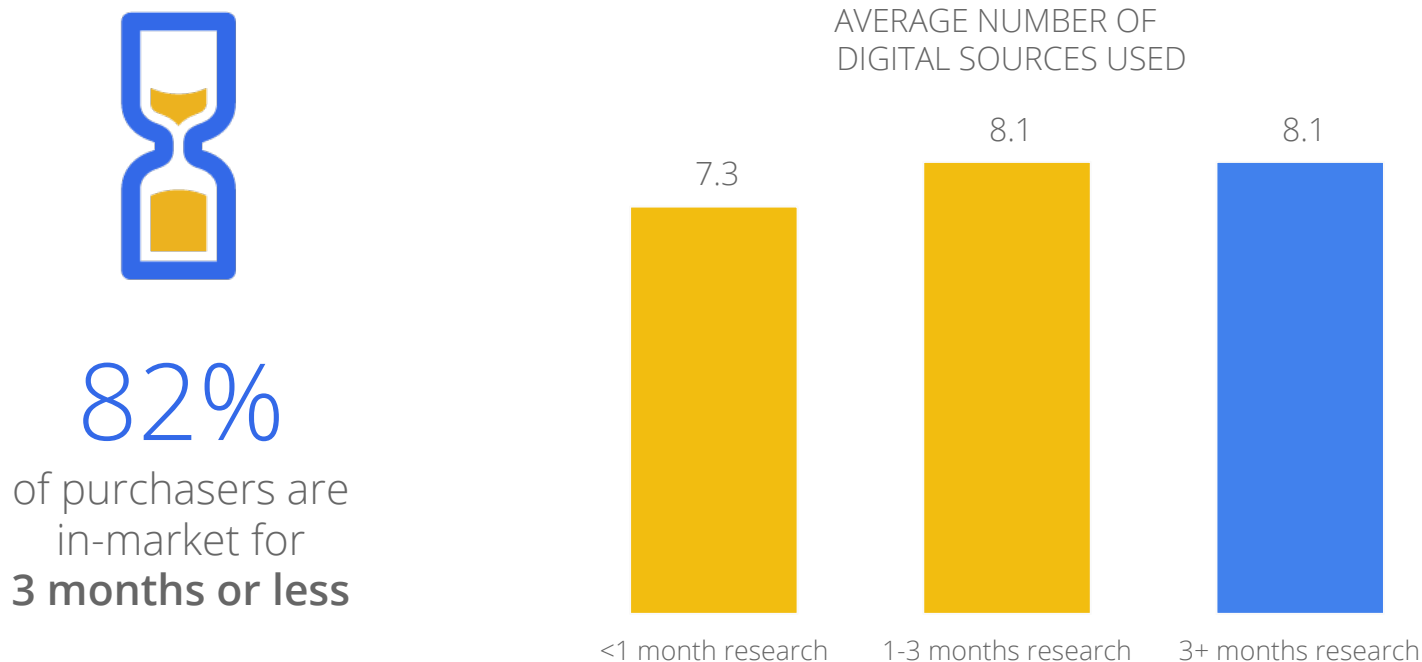


Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013



Time is no longer a factor

As purchasers use **many online sources** regardless of time in-market

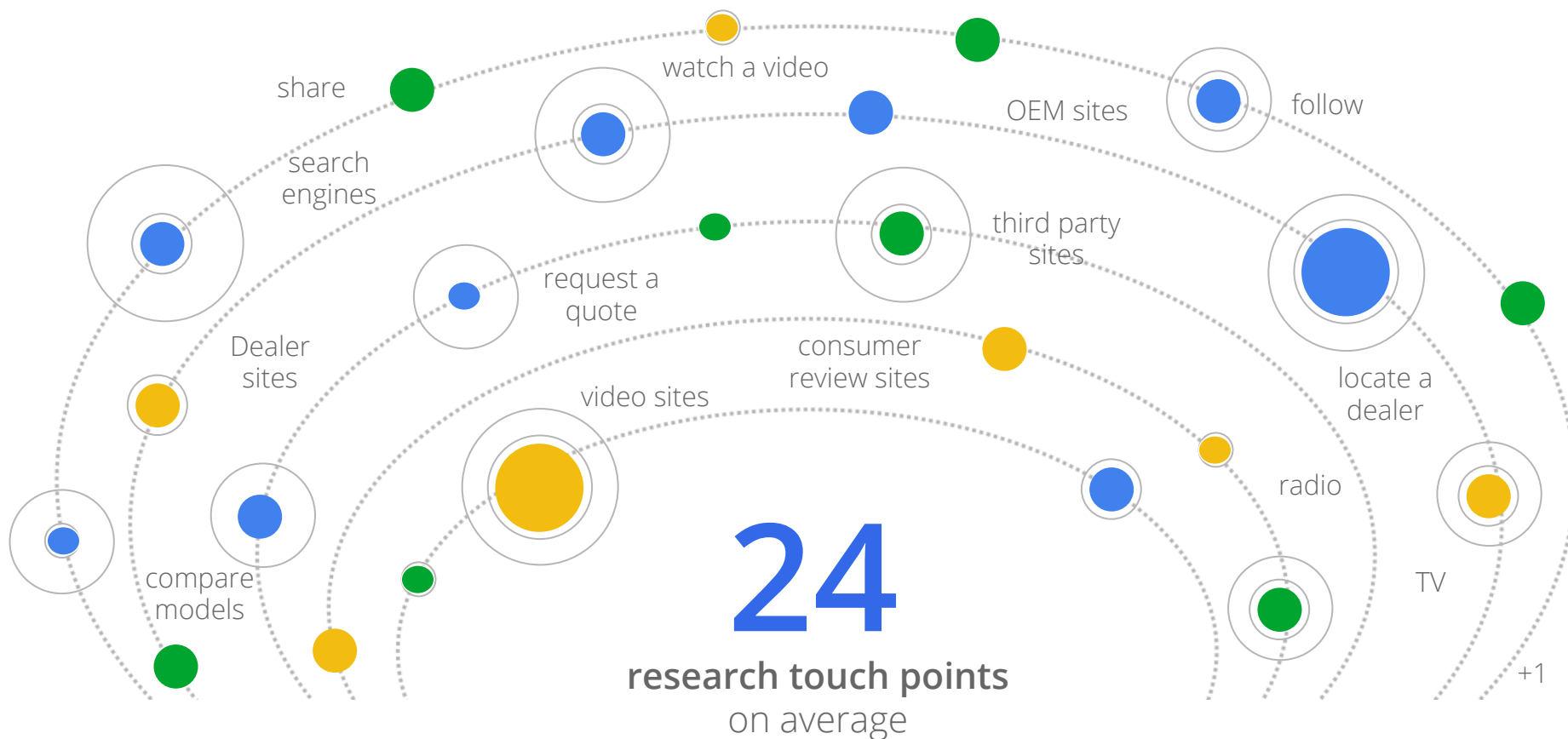


Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

RT1. Which of the following online sources, if any, did you use to look for information on cars/trucks using these types of devices? N=1591 / O7. How much time passed from when you first started shopping to when you actually purchased a [Car Type]? N=1591



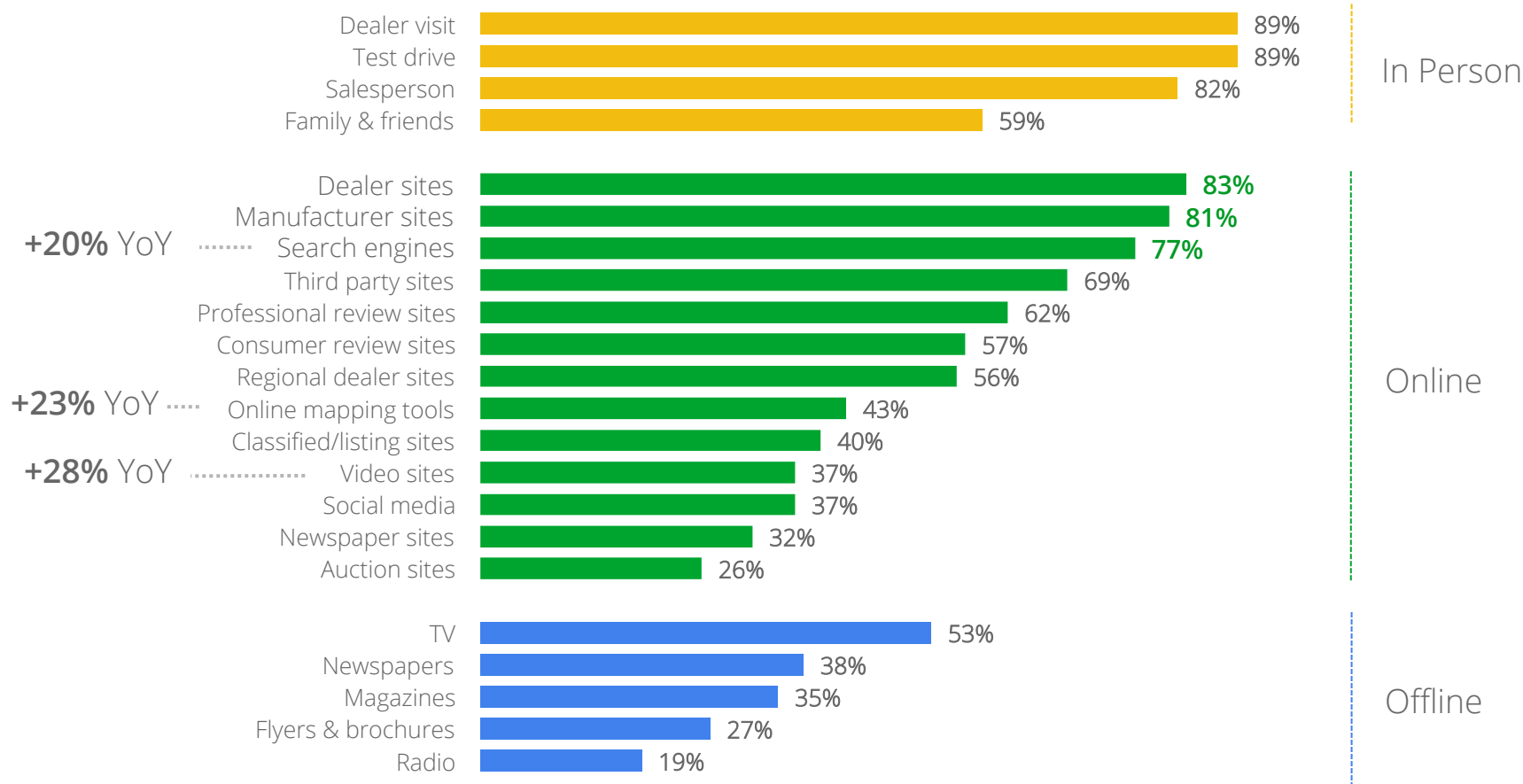
Auto shoppers are doing **more research** than ever



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013
RT1. Which of the following online sources, if any, did you use to look for information on cars/trucks using these types of devices? N=1591 / RT2. Which of the following sources, if any, did you use to look for information on cars/trucks? N=1591 / RT10. Earlier you mentioned you visited the following types of websites. Which of the following, if any, did you do on each of these types of websites while shopping for [Car Type]? Please select all that apply. N=1387-1440 / SOC2. In general, which of the following describe what you did while visiting social media website(s) to look for information about [Car Type] while you shopped? Please select all that apply. N=596



Digital plays a big role leading up to purchase



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

RT1. Which of the following online sources, if any, did you use to look for information on cars/trucks using these types of devices? Please select all options that apply for each source. N=1,591 (2013); N=1072 (2012) / RT2. Which of the following sources, if any, did you use to look for information on cars/trucks? N=1,591 (2013); N=1072 (2012)



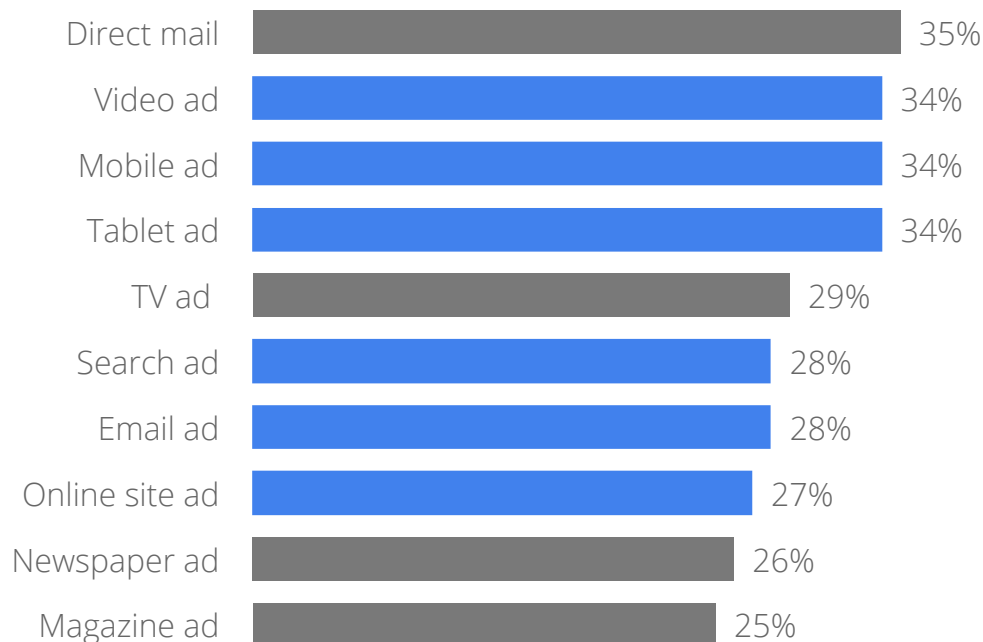
The research process often **kicks off online**



3 OF 5

top ad formats for
prompting research
were **digital**

AD TYPES THAT PROMPTED CONSUMERS TO START RESEARCHING

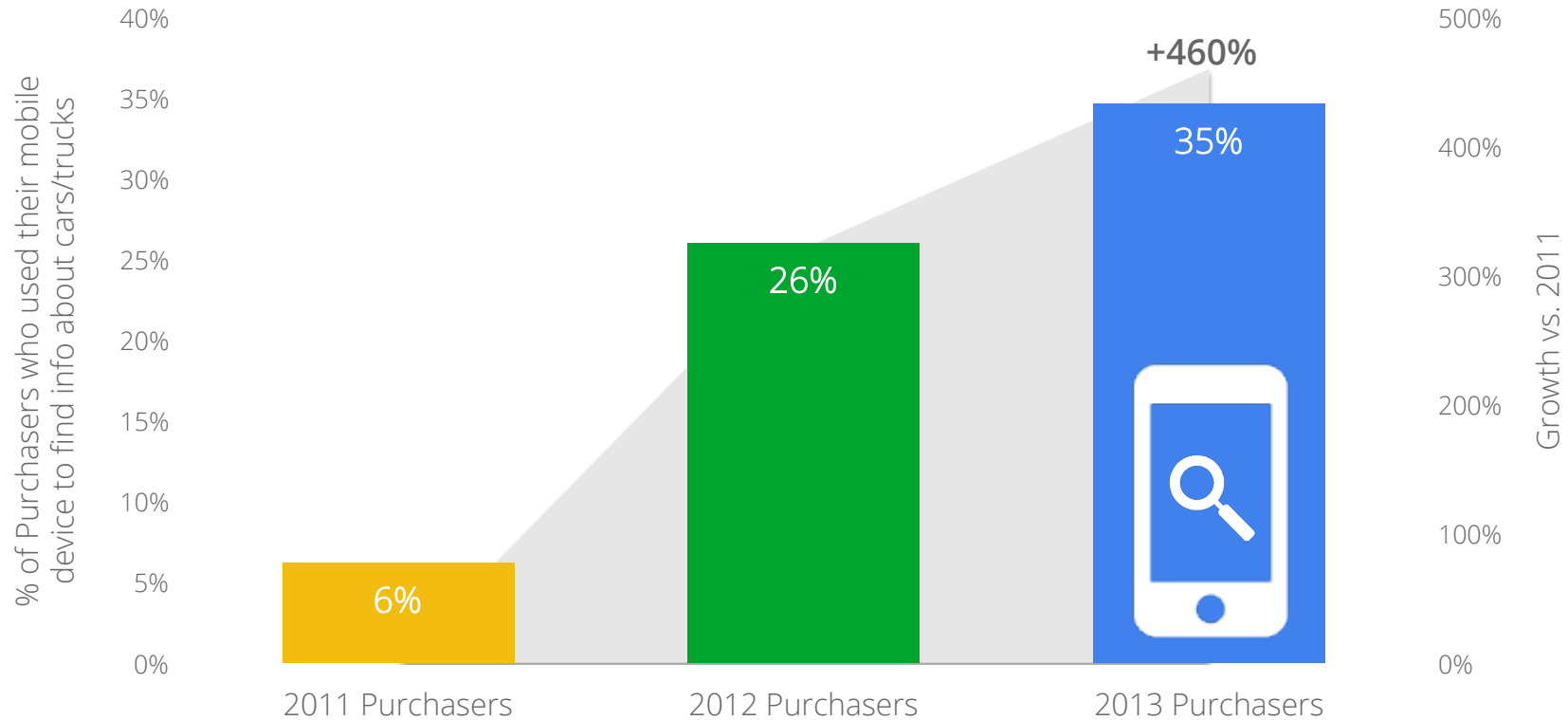


Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

MI3. What role did each of the following advertisements play while you were shopping for cars/trucks? Please select all of the responses that apply for each type of advertisement. N=101-1,030.



In-market shoppers are **increasingly looking for information** on their mobile devices

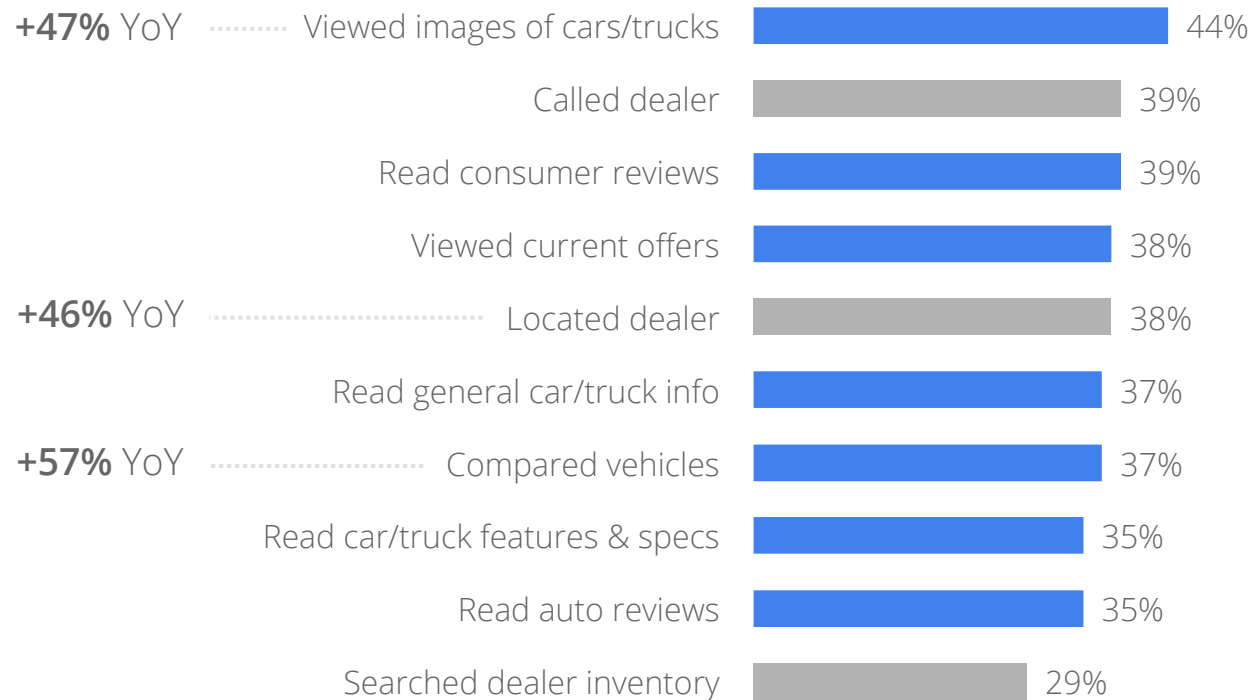


Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013
RT1 - Which of the following sources, if any, did you use to look for information on a car/truck besides the Internet? Please select all that apply. N=942 (2011)
RT1. Which of the following online sources, if any, did you use to look for information on cars/trucks using these types of devices? N=1072 (2012), N=1591 (2013)



Shoppers turn to mobile for a variety of research & comparison activities

MOBILE ACTIONS TAKEN WHILE SHOPPING



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013
RT11. Which of the following, if any, did you do on your mobile device (e.g., tablet and/or mobile phone) while shopping for cars/trucks? Please select all that apply. N=715 (2013)/N=338 (2012)



Mobile research and purchase prep carries **onto the lot**

MOBILE ACTIONS OF SHOPPERS ON THE DEALER LOT



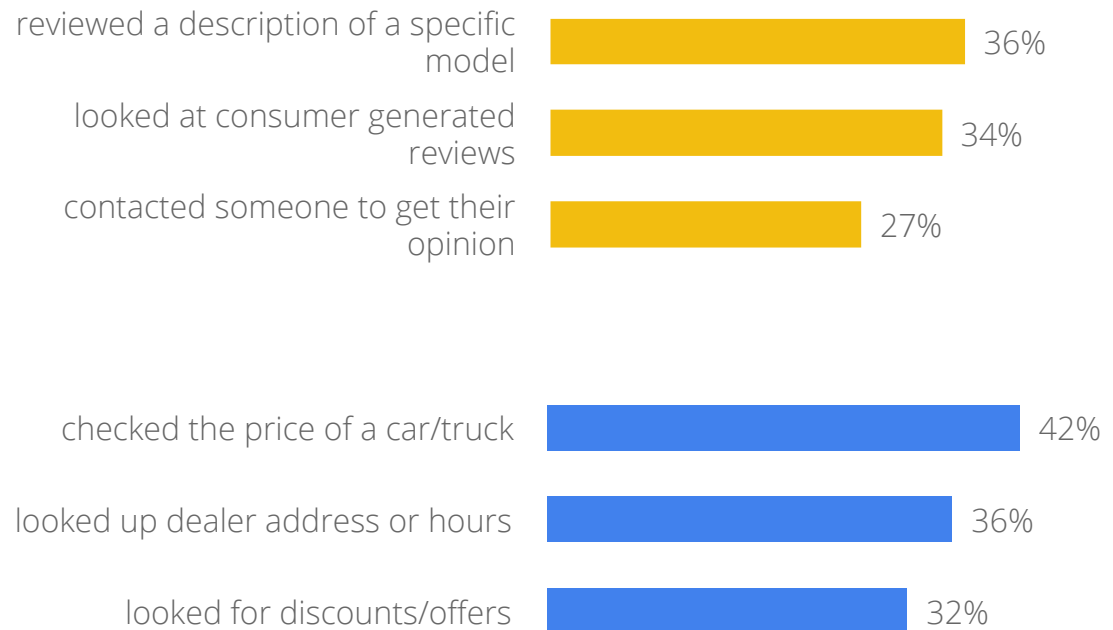
vs



Research/
comparison



Pricing/
ready to buy



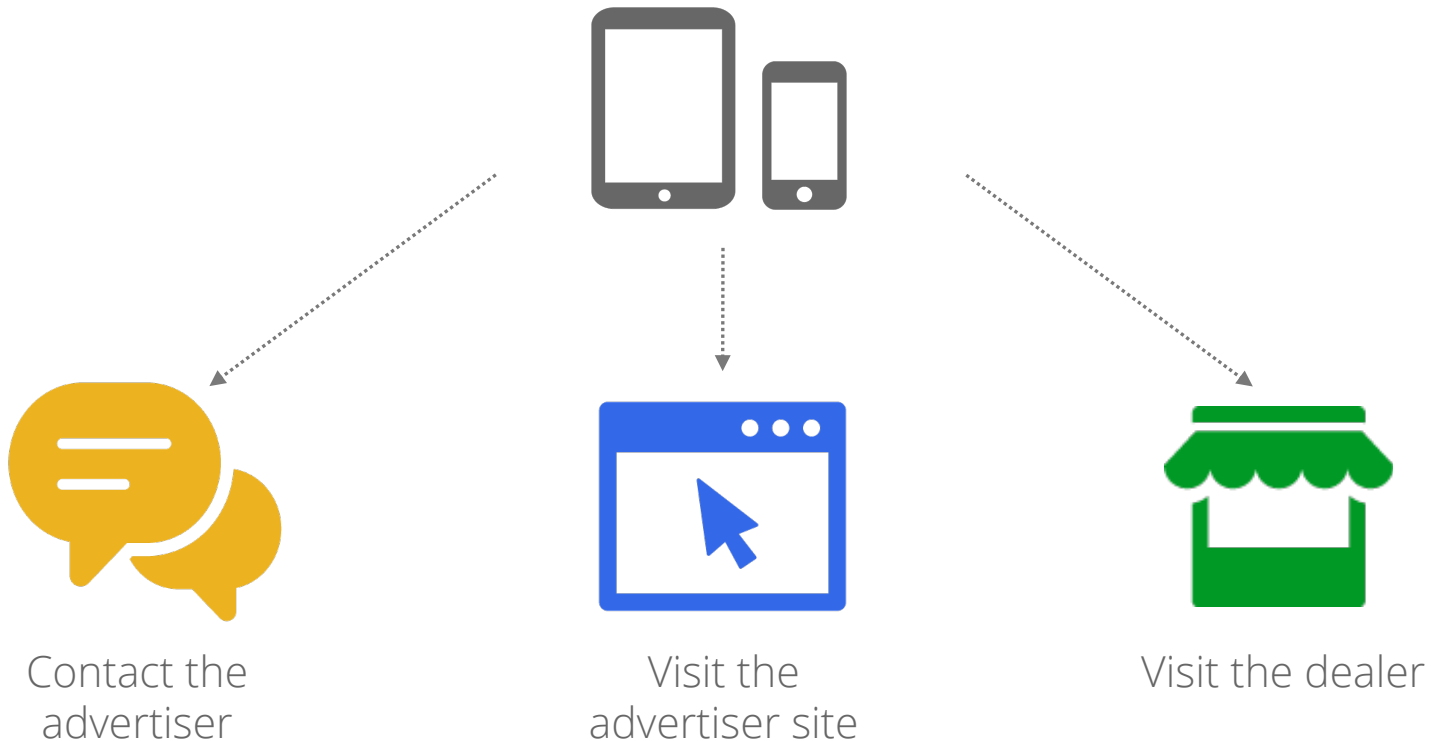
Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

O5. Which of the following activities, if any, did you perform on a mobile device (e.g., tablet and/or mobile phone) while shopping for a [Car Type] at a dealership? Please select all that apply. N=686



Tablet and mobile ads prompt shoppers to **take action**

BOTH WERE TOP AD FORMATS
FOR PROMPTING SHOPPERS TO:



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

MI3. What role did each of the following advertisements play while you were shopping for cars/trucks? Please select all of the responses that apply for each type of advertisement. N=101-1,030.



Online video research is **on the rise** among auto shoppers

84%

of video researchers **plan to watch auto videos the next time they shop** for a car, compared to 78% last year

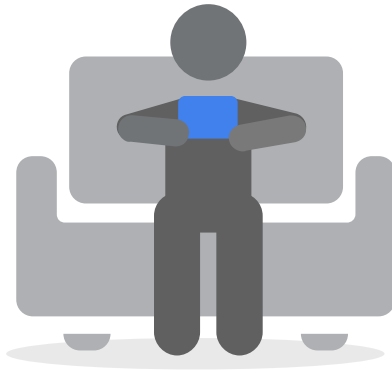


Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

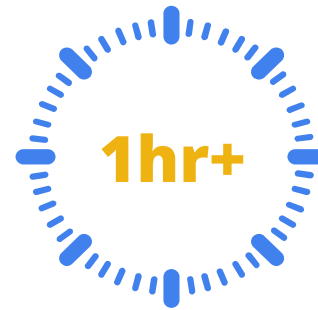
VI10. How likely would you be to watch videos about cars/trucks online the next time you shop for a car/truck? N= 436 (2012); N= 969 (2013)



The amount of **time spent watching** videos is growing



Over half
of auto shoppers
now watch **30
minutes or more**



1 in 4
watched **1hr+** while
researching, which is
up 57% over last year

Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

VI9. Thinking about the [Car Type] you shopped for, approximately how much time did you spend, overall, watching videos online about [Car Type]? N= 436 (2012); N= 969 (2013)



Video advances **brand discovery** and **consideration**

DISCOVERY/AWARENESS



57%

watching videos
online helped
introduce me
to **new brands**

47%

first heard about
cars/trucks by
watching online
video

CONSIDERATION



74%

online videos
helped me **learn
more** about
specific trucks/cars

65%

were able to
narrow down
my options
after watching

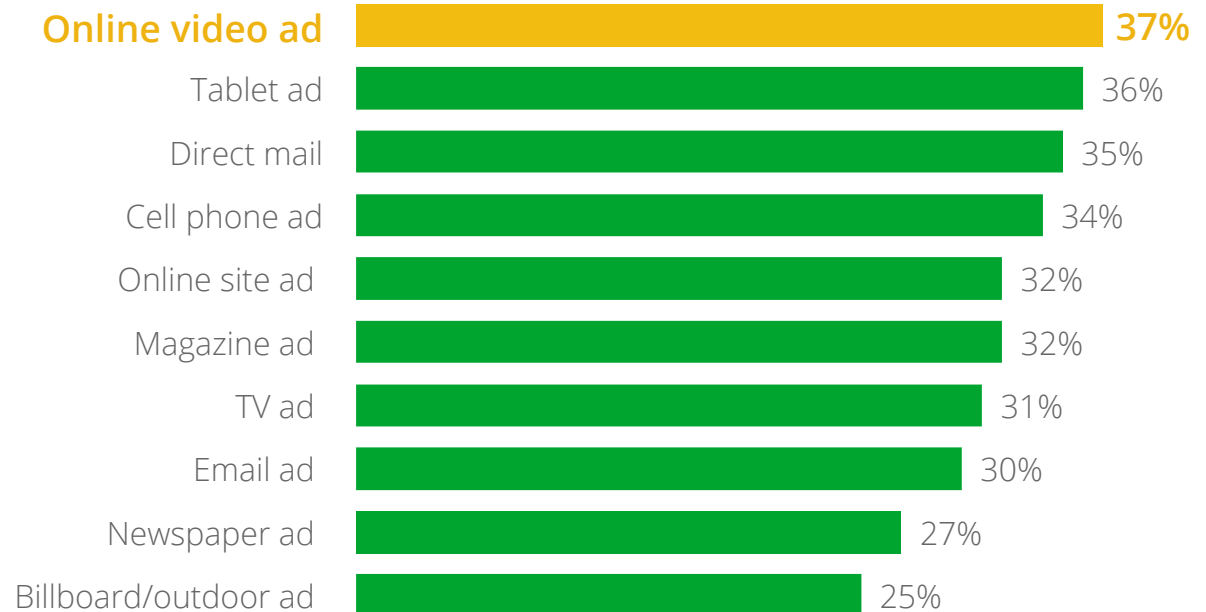
Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

VI7. How much do you agree with each of the following statements about the online videos you watched to learn about [Car Type]? Please select only one response for each statement. Top 2 Box. N= 436 (2012); N= 969 (2013)



Online video was the top ad format for driving **brand consideration**

ADS PROMPT BRAND CONSIDERATION



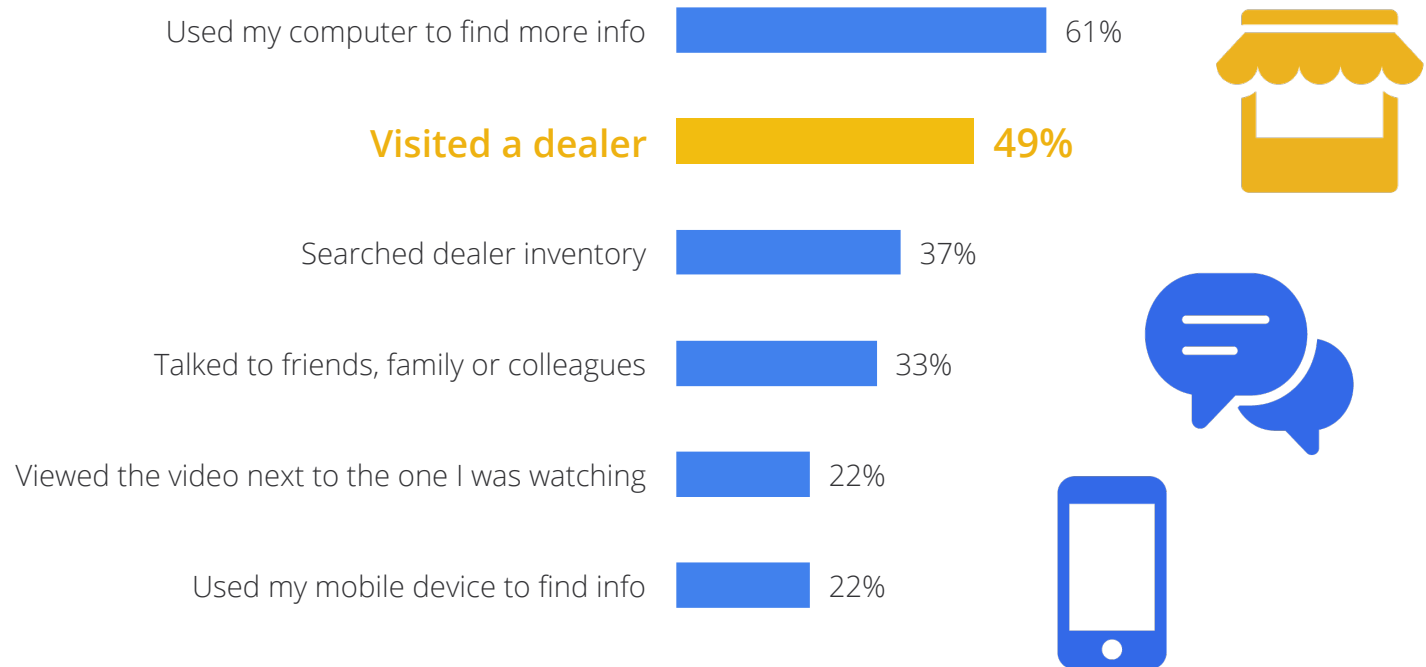
Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

MI3. What role did each of the following advertisements play while you were shopping for cars/trucks? Please select all of the responses that apply for each type of advertisement. N=101-1,030



Shoppers are taking **action** after watching video

ACTIONS TAKEN AFTER WATCHING A VIDEO

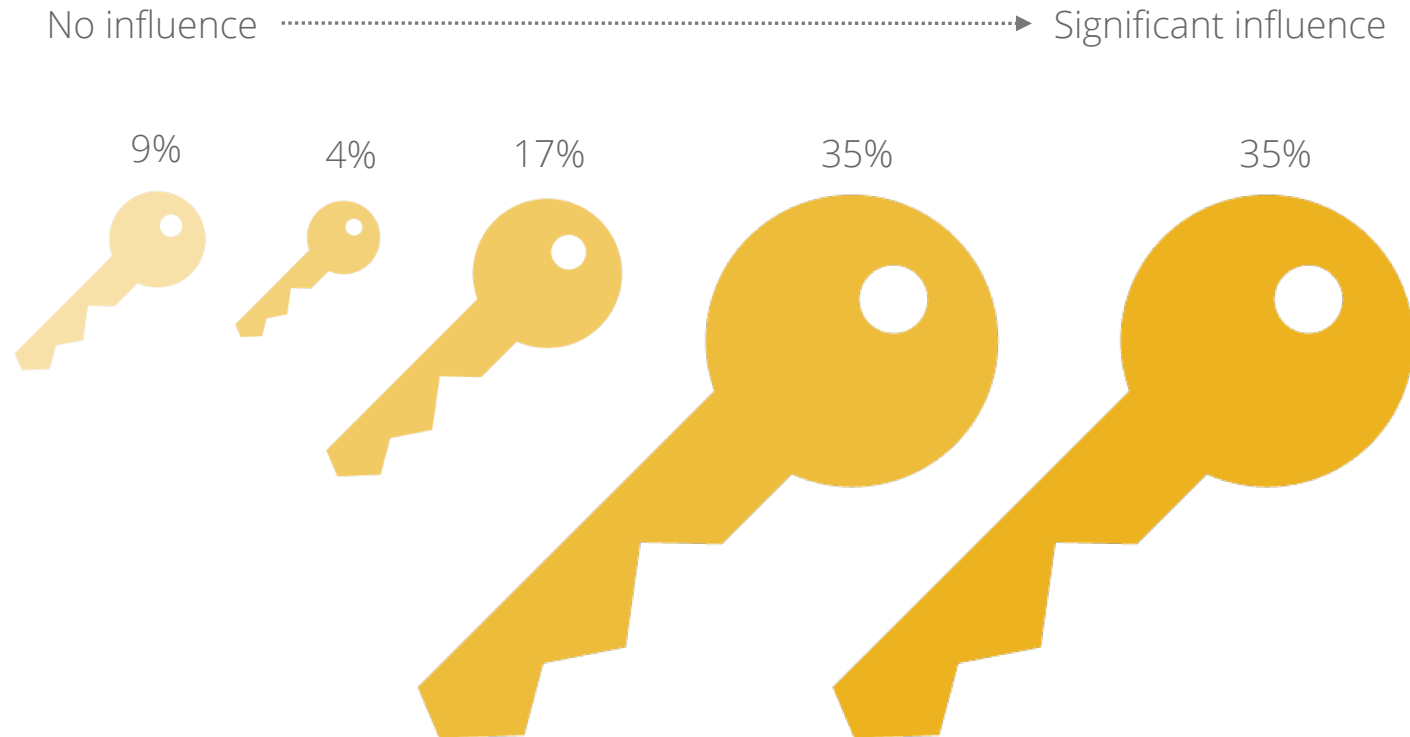


Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

VI6. As a result of watching videos about cars/trucks online, which of the following actions, if any, did you perform? Please select all that apply. N=969



Previous ownership experiences can greatly influence purchase decisions



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

BI7. Overall, how much positive/negative influence did owning your previous car/truck have on your most recent vehicle purchase decision? Top 2 Box. N=1591; N=218



And they can shape **future purchase** as well

OWNERSHIP ATTRIBUTES INFLUENCING NEXT PURCHASE



66%

cost of gas



62%

customer
service at dealer



61%

cost of vehicle
maintenance



52%

communication
with dealer
throughout
ownership



51%

convenience
of location



48%

scheduling
maintenance
at dealer

Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

O6a. Was this the first car/truck you ever purchased? Please select one option only. N=1591

BI6. How much influence did owning your previous car/truck, have on each of the following attributes regarding your most recent vehicle purchase decision? Please select all that apply. Top 2 Box N=1360

WHAT THIS MEANS FOR MARKETERS

Reach auto shoppers across Google as they search, read and watch relevant content leading up to purchase.

Search



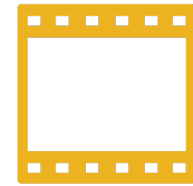
- Behind dealer & manufacturer sites, search is **the most common research source**
- **72%** of vehicle search activity **involved cross-shopping**

Read



- **95%** of vehicle shoppers use **digital channels** to research
- Shoppers use **24 research touch points** on average

Watch



- **61%** of vehicle shoppers research with **online video**, with **1 in 4** watching **1hr+**
- Of all ad formats, online video is **#1** for **driving consideration** among shoppers

Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

WHAT WE DID

Annual Survey + Purchaser Clickstream Analysis



>2,000
Surveys

- Online survey fielded by Compete
- Fielded to new vehicle buyers who purchased within the past 12 months
- Fielded May 2013
-  **MillwardBrown**
Digital



>4,000
Purchaser Digital Paths

- Clickstream analysis of new vehicle purchaser search paths **6 months prior to purchase**
- Matched Compete's panel of **2M** online consumers to Polk new vehicle registration data
- Focus on first query, last query & overall query volume by keyword type
- 2012 purchasers
-  **MillwardBrown**
Digital 

Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013