

# The 5 Key Car Moments-that-Matter Brands Should Win



## WHICH-CAR-IS-BEST MOMENTS

Consumers often turn to digital to begin their car research, and these early moments are increasingly influenced by video.

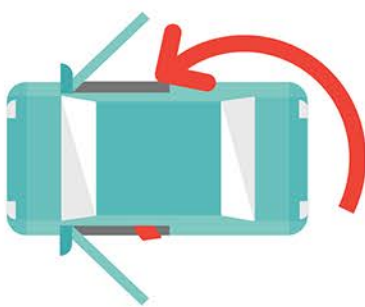


69%

of people who use YouTube while buying a car are influenced by it-more than TV, newspapers or magazines.

## IS-IT-RIGHT-FOR-ME MOMENTS

During the car-buying journey, shoppers often need a reality check, where they'll ask: will this fit my needs and lifestyle?



Time spent watching car videos like vehicle test drives, highlights of features and options and walk-throughs of the interior or exterior of the vehicle, increased nearly **2x YoY**.



Search interest for car boot space and towing capacity increased by **15%** and **30%** respectively, YoY.

## CAN-I-AFFORD-IT MOMENTS

Once consumers can imagine owning a particular vehicle, they need to know if they can afford it.



Search interest for car MSRP and list prices is at its highest levels ever, growing **25% YoY**, driven in large part by mobile, which accounts for 70% of these searches.

## WHERE-SHOULD-I-BUY-IT MOMENTS

Although much of the car purchase journey has moved online, when the moment is right consumers still need to find a dealership.



Search interest for "car dealerships near me" **doubled YoY**.

1 in 3

car shoppers, who use their mobile devices as part of the car purchase process, locate or call a dealer on their mobile device.

## AM-I-GETTING-A-DEAL MOMENTS

Even when they're on the forecourt, shoppers turn to mobile to make sure that they're getting a deal.



Today, **half** of all car shoppers with mobile devices use their smartphones while at the dealership.



The **top** action people perform with their phones while on the dealership lot is confirming that they are getting a good price on a vehicle.

### SOURCING

- 1,9 Google/TNS, Auto Shopper Study, 2015 United States. Consumer Barometer n=500.
- 2 TNS Media Consumption Report, 2015.
- 3 Google Internal Data, January-September 2015 vs. January-September 2014, United States, Classification as a "car review", "What's in my car" or "car tour" video was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube
- 4,7 Google Trends, July 2015 vs. July 2014, United States.
- 5 Google Trends, January 2004-September 2015, United States.
- 6 Google Internal Data, September 2-15, United States
- 8,10 Millward Brown Digital and Polk, "Automotive Shopper Path to Purchase", September 2015, U.S./