

# Maximising SUV Revenue:

## Results from Australian Market Mix Modelling

To maximise return on spending, medium SUV marketers look to optimise their media investments. Google and MarketShare conducted Marketing Mix Modelling in Australia for five medium SUV brands\* to reveal how various marketing channels impact revenue.



Optimise your marketing mix for premium performance.

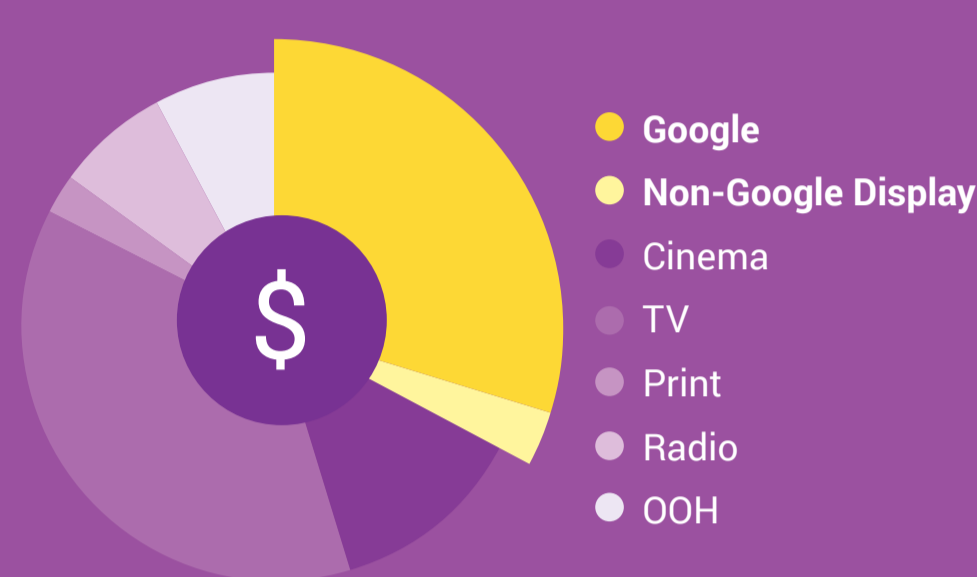


In Australia, marketing efforts drove 2.05% of total medium SUV revenue.

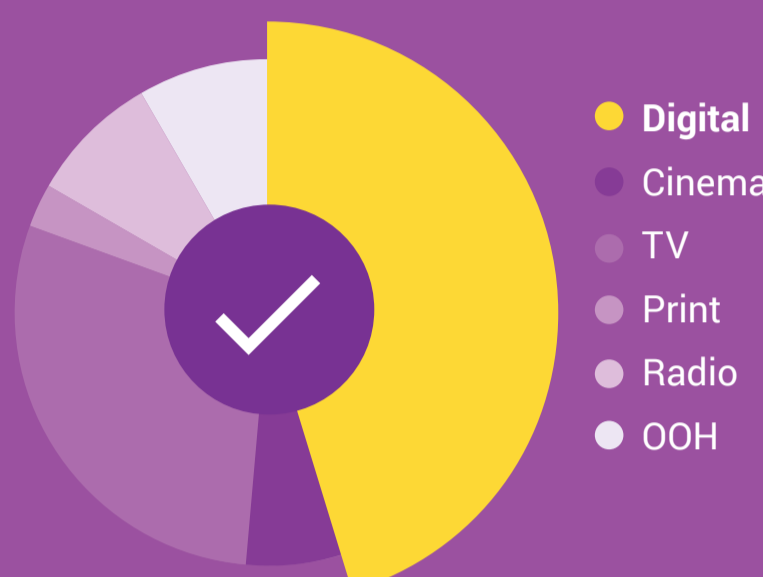


Digital media contributed 45.3% of marketing-driven revenue,\*\* despite getting just 32.9% of the budget.

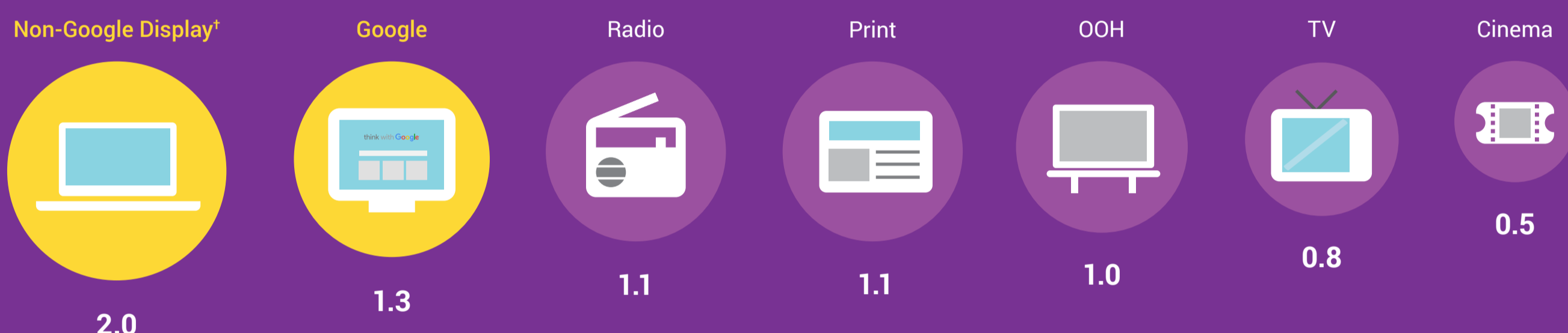
Average OEM Brand Marketing Spend



Marketing-Driven Revenue



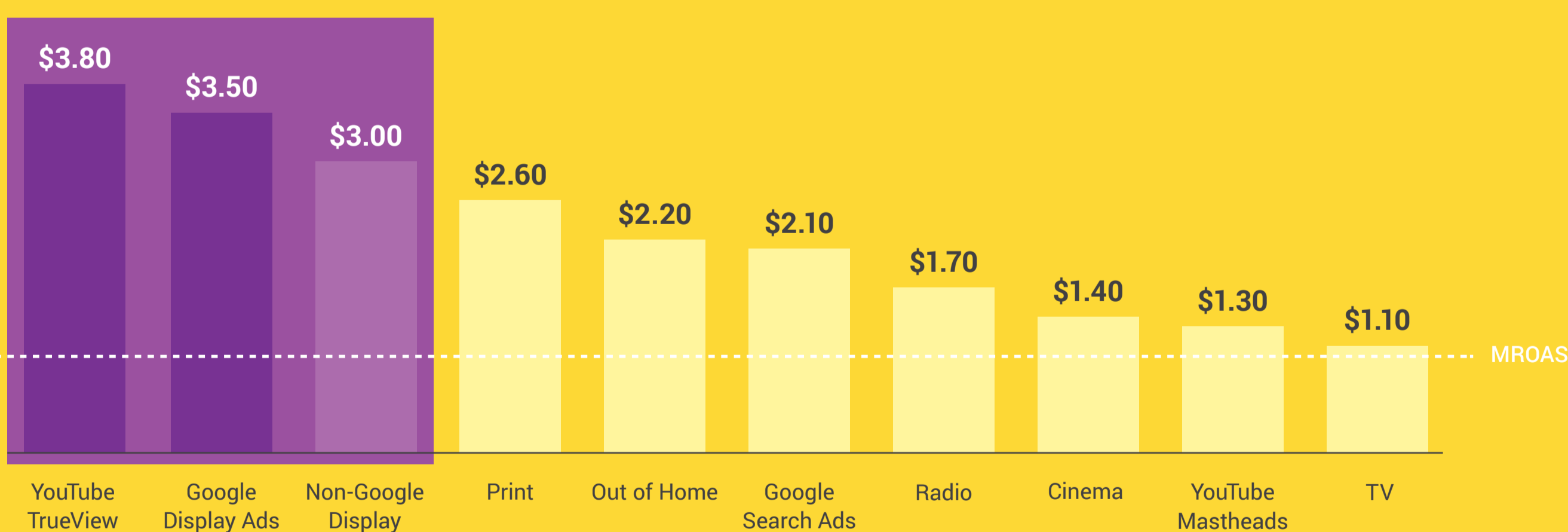
At the current spend digital marketing is more efficient than traditional channels



Marketing Efficiency Index = % Marketing Contribution / % Marketing Spend

At current spend, YouTube TrueView and Google Display represent the greatest opportunities for incremental spend.

Revenue per next \$1 spent

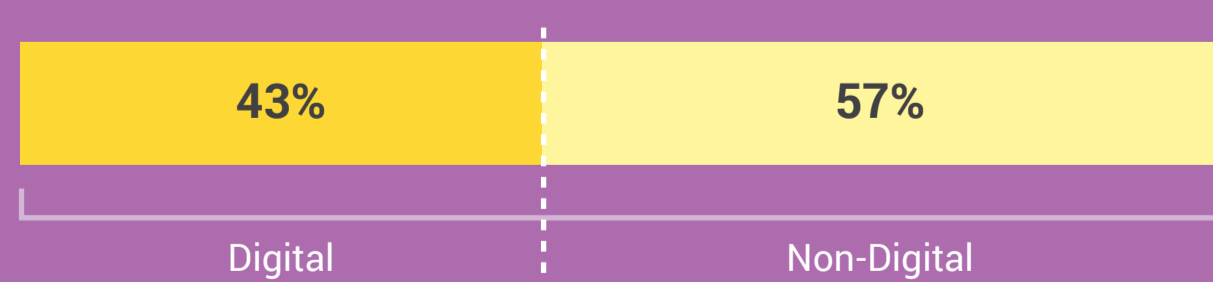


Medium SUV marketers can optimise marketing investment by prioritising digital.

Current budget split



Optimised budget split



Optimising to increase digital spend yields up to a 3% increase in marketing-driven revenue.‡

\* The modeling period spanned January 2013 to December 2014 and included 5 brands with a combined overall market sales capture of 80%.  
 \*\* Refers to revenue directly attributable to the paid media channels included in the model shown (Google Display Ads, Google Search Ads, YouTube Mastheads, YouTube Video Ads, YouTube TrueView Ads, Non-Google Display, TV, Print, Radio, and Out of Home)  
 † Non-Google Display is an estimate of display spend from Nielsen, based on a panel which does not include data from Facebook or Twitter.  
 ‡ Results are directional. Optimisation does not take availability of inventory into account.

Source: Google/MarketShare, "Media Mix Optimisation: Category Results: Compact Crossover Utility Vehicles and SUVs," January 2016.