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

**SHARE OF TOTAL QUERIES – VOLUME BRANDS**

2010 | 2011 | 2012
--- | --- | ---
35% | 36% | 36%
27% | 28% | 28%
29% | 27% | 25%
9% | 9% | 11%

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

82% of purchasers are in-market for 3 months or less

AVERAGE NUMBER OF DIGITAL SOURCES USED

- <1 month research: 7.3
- 1-3 months research: 8.1
- 3+ months research: 8.1

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 / Q7. 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

24 research touch points on average

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

**In Person**
- Dealer visit: 89%
- Test drive: 89%
- Salesperson: 82%
- Family & friends: 59%

**Online**
- Dealer sites: 83%
- Manufacturer sites: 81%
- Search engines: 77%
- Third party sites: 69%
- Professional review sites: 62%
- Consumer review sites: 57%
- Regional dealer sites: 56%

  *20% YoY*
- Online mapping tools: 43%
- Classified/listing sites: 40%
- Video sites: 37%
- Social media: 37%
- Newspaper sites: 32%
- Auction sites: 26%

  *23% YoY*
- Dealer sites: 83%

  *28% YoY*
- Search engines: 77%

**Offline**
- TV: 53%
- Newspapers: 38%
- Magazines: 35%
- Flyers & brochures: 27%
- Radio: 19%

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

- Direct mail: 35%
- Video ad: 34%
- Mobile ad: 34%
- Tablet ad: 34%
- TV ad: 29%
- Search ad: 28%
- Email ad: 28%
- Online site ad: 27%
- Newspaper ad: 26%
- Magazine ad: 25%

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 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)

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Purchasers who used their mobile device to find info about cars/trucks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 Purchasers</td>
<td>6%</td>
</tr>
<tr>
<td>2012 Purchasers</td>
<td>26%</td>
</tr>
<tr>
<td>2013 Purchasers</td>
<td>35%</td>
</tr>
</tbody>
</table>

Growth vs. 2011: +460%

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

- Viewed images of cars/trucks: 44%
- Called dealer: 39%
- Read consumer reviews: 39%
- Viewed current offers: 38%
- Located dealer: 38%
- Read general car/truck info: 37%
- Compared vehicles: 37%
- Read car/truck features & specs: 35%
- Read auto reviews: 35%
- Searched dealer inventory: 29%

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**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reviewed a description of a specific model</td>
<td>36%</td>
</tr>
<tr>
<td>Looked at consumer generated reviews</td>
<td>34%</td>
</tr>
<tr>
<td>Contacted someone to get their opinion</td>
<td>27%</td>
</tr>
<tr>
<td>Checked the price of a car/truck</td>
<td>42%</td>
</tr>
<tr>
<td>Looked up dealer address or hours</td>
<td>36%</td>
</tr>
<tr>
<td>Looked for discounts/offers</td>
<td>32%</td>
</tr>
</tbody>
</table>

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

Q5. 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:

- Contact the advertiser
- Visit the advertiser site
- Visit the dealer

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

V19. 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

**DISCOVERY/AWARENESS**

- 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

V17. 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

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online video ad</td>
<td>37%</td>
</tr>
<tr>
<td>Tablet ad</td>
<td>36%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>35%</td>
</tr>
<tr>
<td>Cell phone ad</td>
<td>34%</td>
</tr>
<tr>
<td>Online site ad</td>
<td>32%</td>
</tr>
<tr>
<td>Magazine ad</td>
<td>32%</td>
</tr>
<tr>
<td>TV ad</td>
<td>31%</td>
</tr>
<tr>
<td>Email ad</td>
<td>30%</td>
</tr>
<tr>
<td>Newspaper ad</td>
<td>27%</td>
</tr>
<tr>
<td>Billboard/outdoor ad</td>
<td>25%</td>
</tr>
</tbody>
</table>

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**

- Used my computer to find more info: 61%
- Visited a dealer: 49%
- Searched dealer inventory: 37%
- Talked to friends, family or colleagues: 33%
- Viewed the video next to the one I was watching: 22%
- Used my mobile device to find info: 22%

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
B17. 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

B16. 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

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

- 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

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