



# THE DRIVE TO DECIDE



# KEY TAKEAWAYS

## 1 FROM INTENTION TO PURCHASE – THE AUTO DISCOVERY AND START OF RESEARCH

- Online is relevant in very early stages as a discovery channel and is also a 'go-to-channel' for initial research.
- Search and video are initial touchpoints, among others.

## 3 FROM INTENTION TO PURCHASE – KEY INSIGHTS ABOUT THE AUTO CONSUMER JOURNEY

- Online is an indispensable research source, with video and search being main research destinations.
- Google can add incremental reach in that process. Online presence has to be mobile first as many buyers research on their smartphone.

## 4

### VIDEO AS PART OF THE JOURNEY

- Video matters to buyers, as discovery place but also 'buyer's consulting zone' that allows them to explore the car from different perspectives.
- That empowers buyers to take in action in response to videos they have watched.
- YouTube is seen as comprehensive source and buyers appreciate that YouTube offers independent information.

## 2 BECOMING PART OF THE BUYER'S SHORTLIST

- A multi-brand consideration set, short decision cycles and a buyer audience that is partly non-loyal and also partly inexperienced pose an opportunity as well as a risk to brands.
- Brands need to become part of the buyer's shortlist early on to influence those who change their mind on that journey.



# KEY TAKEAWAYS

## HOW TO ADD VALUE AND CREATE IMPACT

5

- Digital adds value!
- YouTube and video accompany buyers through moments of intent (from upper to lower funnel stages), advanced video technology allows buyers to even consider buying a car without test driving it.
- Providing the right information in those moments adds value, too. All this ensures that brands and manufacturer can count on the impact of search and video.

## FROM DIGITAL TO THE DEALERSHIP

6

- The purchase is made at the dealer, with few and focused dealer visits and even fewer test drives.
- Buyers inform themselves in advance (often online) before negotiating with the dealer.
- The smartphone remains an important research tool on the lot.

## UPCOMING TRENDS

7

- Buyers become aware of alternative drives, but ultimately buy mostly traditionally.
- A relevant part of those who consider alternative drives finally also buy them.
- In addition to own car, public transport and car-sharing are important mobility options.

## THE FUTURE OF CAR SALES

8

- If buyers had the option, many would buy their new car online.
- Drivers for the online purchase: the option to get a good price, convenience and access (to other vehicles or if no dealer is close by).
- Main barrier: lack of physical product experience.