

CONSTANT CONSIDERATION

Search activity of more than 10,000 new vehicle buyers proves that customers form brand opinions long before they are in-market. Then, once in-market, they often discover or switch to the brand they ultimately buy. Post-purchase, brand opinions continue to shift over the course of ownership.

In today's digital age of constant connection, brand consideration can be won or lost at any point, suggesting that the traditional separation of automotive branding and lead generation strategies requires a second look. Only by expanding their brand strategy to *all* the moments that matter can auto brands grow sales and long-term loyalty.

