

# HOW AMERICANS BUY CARS

EVERYTHING AUTO MARKETERS NEED TO KNOW ABOUT THE PURCHASE JOURNEY  
SO THEY CAN RUN EFFECTIVE PROGRAMMATIC CAMPAIGNS



## INTRODUCTION

**First the good news:** Despite rising interest rates and a volatile stock market, Americans bought more new vehicles in 2018 than 2017, with sales increasing 0.3% to 17.27 million vehicles. This was still shy of the 2016 record of 17.55 million, but still a reason for optimism as the number of vehicles sold surpassed 17 million for the third straight year.

But 2019 has been an uncertain year for the industry. Sales have fallen 2.3% and are below projected forecasts. As the industry refocuses on sustainability and eco-friendly vehicles and struggles to catch up, manufacturers are focusing on new ways to drive sales of vehicles. These changes underline the automotive industry's need to streamline the customer purchase journey for vehicles, and better align their messaging with customer needs.

Source: Marklines, [https://www.marklines.com/en/statistics/flash\\_sales/salesfig\\_usa\\_2018](https://www.marklines.com/en/statistics/flash_sales/salesfig_usa_2018)

## WHAT YOU'RE GOING TO LEARN:

- ✓ The different stages of the automotive purchase journey for US car buyers
- ✓ The role technology and advertising plays in this process
- ✓ How you can identify and target consumers at each step of the process
- ✓ How to improve the performance of your digital automotive campaigns
- ✓ How you can build campaigns that better support a cross-channel strategy where a customer is likely to be exposed to ads on multiple channels
- ✓ How to build new KPIs that better reflect the goals of an automotive campaign

## HOW AMERICANS BUY CARS

The US auto purchase journey

As brands double down on improving and personalizing the customer experience, they need to align their marketing efforts with the buyer journey so that messaging reflects who the customer is, where they are in the journey, and what their product needs are. That means auto marketers need a strategy that takes into account customer touchpoints across multiple channels and connects online activity to traditional media exposure and dealership visits.

Source: Automotive News, <https://www.autonews.com/retail/ford-plans-several-initiatives-boost-customer-experience>

That's where we come in.



WEAREMIQ.COM

## A NOTE ON THE METHODOLOGY

This study is based on comprehensive datasets from both online and offline sources. Unlike previous digital-only studies, we also use vast TV data from Vizio to give auto advertisers a clear and connected view of how their multichannel marketing efforts connect.

# 1.2<sup>m</sup>

More than 1.2 million digital visits during a two-month period in 2018 to car aggregator sites such as AutoTrader, KBB and Carguru to identify research habits during the buying process.

# 250<sup>k</sup> unique buyers

Offline visitation data for more than 250,000 unique car buyers visiting 1,500 US auto dealerships across 10 different popular manufacturers in five US DMAs (New York, Chicago, Denver, Los Angeles, and Houston) over a three-month period in 2018.

# 2.3<sup>bn</sup> impressions

Digital consumer data collected from ad and site data from 2.3 billion impressions served for nine automotive campaigns over a 3-month period in 2018 that resulted in more than 1.3 million clicks and 175 thousand client-defined conversions.

TV viewing and ad exposure data for automotive advertisers in 2018 collected from Vizio using automated content recognition.

# THE AUTOMOTIVE PATH TO PURCHASE

Let's start with the basics. We can think about the car buying journey for most shoppers by breaking their journey up into four key pre-purchase steps, with an important follow-up step:

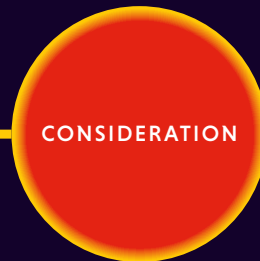
**KEY TAKEAWAY**  
There are five stages on the automotive path to purchase - and buyers look very different at each stage.



## AWARENESS

The start of the journey.  
Customers are thinking:

- Do I really need a new vehicle?
- Should I go old or new?
- Do I already know exactly what I want or should I look around?



## CONSIDERATION

43% of car buyers move from awareness to consideration.

They'll start:

- Looking for information.
- Building a mental list of options
- reading reviews and
- browsing specs.



## PURCHASE

The mere 3% of prospective buyers who make it here will now:

- Visit dealerships.
- Take test drives.
- See cars in person.
- Look at financing.



## SHORTLISTING

Only 27% of prospective buyers make it to this stage. It's time to:

- Build a "shortlist" of cars that they want to test-drive.
- Get recommendations from friends and colleagues
- read news and reviews.



## AFTER-SALES

The journey doesn't end with the purchase. The customer still needs regular maintenance and will either go to a third-party shop or revisit the dealership for maintenance, creating opportunities for additional data collection and upsell.

## HOW AMERICANS BUY CARS

The US auto purchase journey

### FACTS:



The purchase journey for new vehicles usually starts online.



The average car buyer spends 108 days on this journey<sup>1</sup>.



Most of that time (8.5 hours or 61%) is spent actively researching and weighing options.



Towards the end of their journey they'll spend most of their time at dealerships.



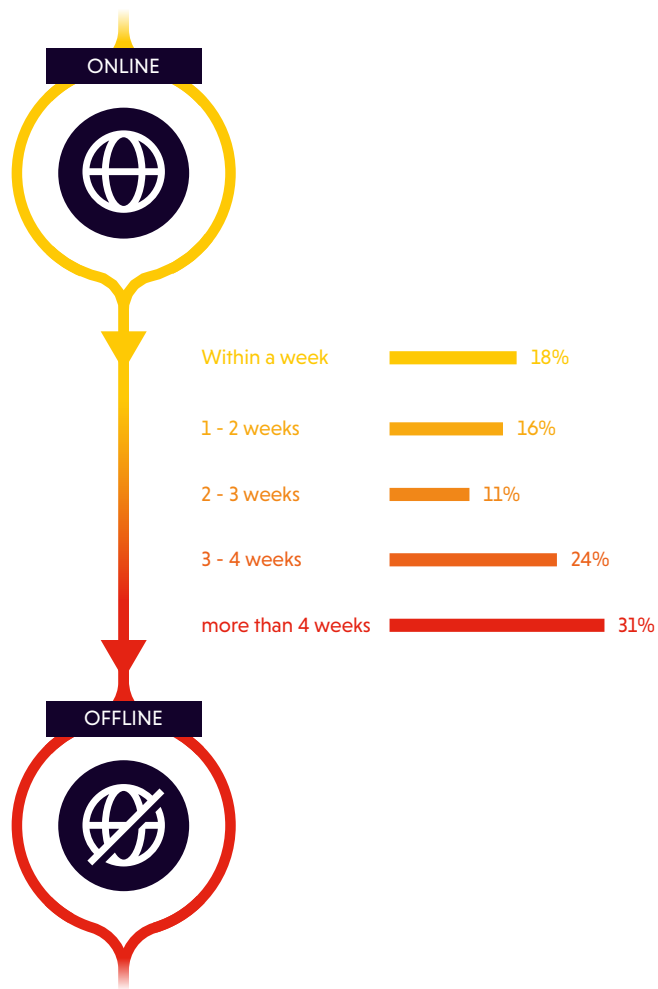
That means the vast majority of opportunities to influence a car buyer's research and purchase decisions will be digital.

<sup>1</sup>Car buyer journey, Cox Automotive, 2018

To generate the best results from campaigns, marketers need to be able to understand not just who the buyers are, but where they are in their purchase journeys, and how that process affects their decision-making and receptivity to advertising.

For most advertisers, signs of a consumer's purchase intent, in the form of easily-identifiable digital profile attributes, show up in a prospective consumer's profile three to four weeks before they make their first visit to a manufacturer's website or dealership. This is also the time when prospective car buyers are most likely to interact with display advertising and convert on auto campaigns. But marketers need to be able to identify prospective buyers earlier in the process and effectively follow up with buyers afterward, too.

### AVERAGE TRANSITION TIME BETWEEN ONLINE TO OFFLINE FOR AUTO BUYERS IN THE US



### KEY TAKEAWAY

7 in 10 users spend up to a month researching the perfect fit online before they visit an offline dealership.





## AWARENESS

**A new vehicle is one of the largest purchases a consumer will make and isn't one taken lightly. The awareness stage is where it all starts.**

The consumer has the need or desire for a vehicle, but they probably haven't settled on what kind, whether they want a new vehicle or a used one, or even if they'd rather just repair their existing vehicle.

Consumers at this stage may casually engage with purchase options, but mostly they're deciding how they're going to address their needs. At this stage, future car buyers look much the same as everyone else for advertisers' purposes, but may suddenly be more receptive to the ubiquitous messaging around them.

**So, what can auto advertisers do in this early stage of the purchase journey?**

### KEY TAKEAWAY

Auto buyers at the awareness stage are hard to spot - so you need to look out for life events that often precede a purchase.



## Building Better Automotive Audiences

Identifying consumers in the Awareness stage is hard because there are so few signals. But it's not impossible.

One way to predict the start of a purchase journey is to examine key life events. Auto insurance companies have long understood that events like taking on a new job, having a child, getting married, and moving to a new home can all be key predictors of buying a new vehicle. While some of these can be identified using third-party data segments and targeted appropriately, finding these audiences with accuracy at scale is more difficult. Identifying consumers undergoing or about to undergo one of these life events using only browsing behavior is near-impossible.

## HOW AMERICANS BUY CARS

### Awareness

We can close these gaps by combining data from multiple sources and channels, such as using TV viewing behavior to identify households with children, so we can identify and target parents in those households. We can also use purchase and browsing behavior that indicates a household that is expecting a child and by looking backward at the profiles of our eventual buyers and converting audiences to use their historic profiles to predict future audiences.

### SOME INTERESTING DATA QUIRKS:



Expecting parents spend less time researching content and interacting with manufacturer websites, generating 13% fewer sessions overall compared to households who aren't expecting.



Non-parents spend two to three times longer on research. This makes them easier to track and identify earlier on, so advertisers should consider broader targeting of parents online.



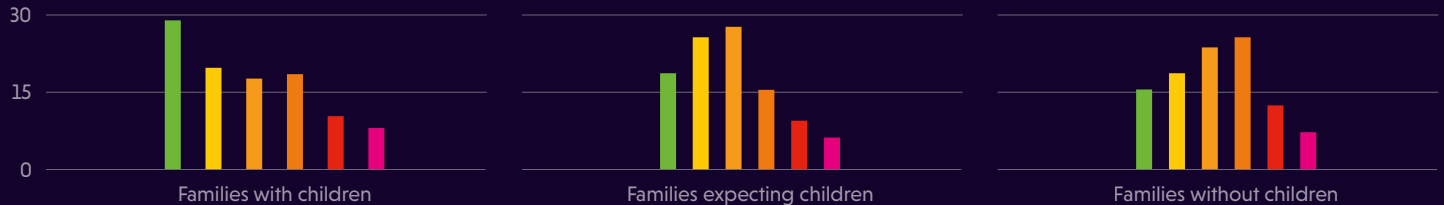
Non-parents are 1.4x more likely than parents to take a price-first approach when doing research and browsing for cars online.



Parents and expecting buyers are more rigid on the make and model of the cars they want.

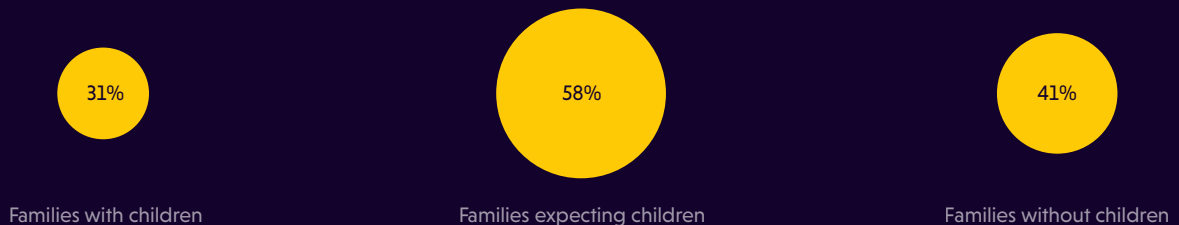
### VEHICLE PREFERENCE BY AGE OF VEHICLE

■ less than 2 years ■ 2 - 4 years ■ 4 - 6 years ■ 6 - 8 years ■ 8 - 10 years ■ more than 10 years



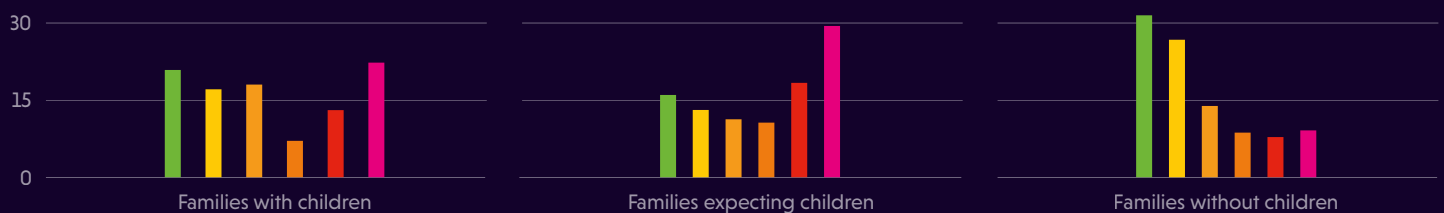
### PRICE-FIRST AUDIENCES BY PRESENCE OF CHILD IN THE FAMILY

■ Percentage of all audience



### NUMBER OF CAR BRANDS BROWSED OVER 30 DAYS

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ More than 5

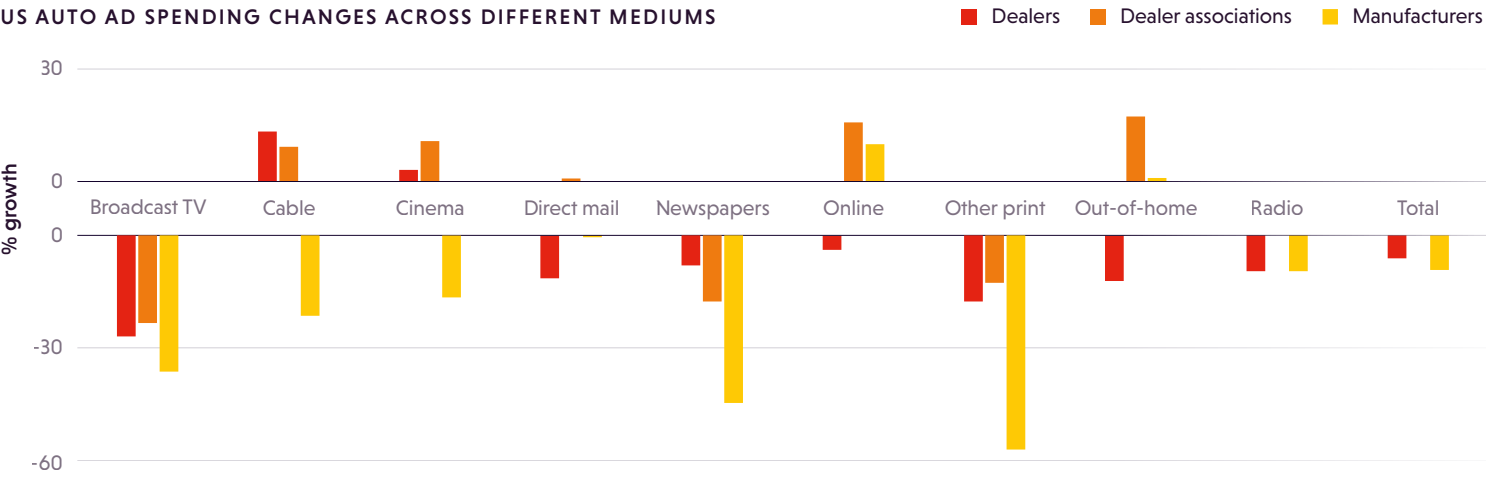


## The Impact of TV Advertising on the Purchase Journey

As consumer habits around content consumption have shifted, so have advertiser spending habits: US auto advertising on traditional TV fell 28% in 2018 as advertisers moved more heavily into digital channels. Despite this, TV remains the largest screen in the household and a significant tool in the auto advertiser's arsenal, accounting for 16% of U.S. auto ad spend in 2018 with \$4.1Bn.

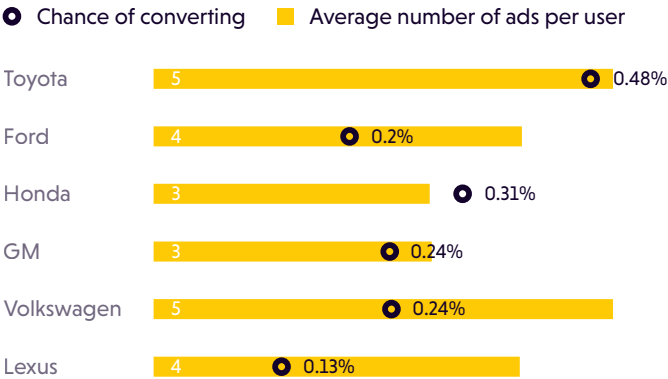
For digital auto advertisers, building campaigns that can leverage TV exposure and connect their brand's traditional media efforts to their digital has long been out of reach. With the advent of connected TVs, that's changed. Using connected TV viewing data from our MiQ's integration with Vizio, we can look at how exposure to automotive ads on TV affected consumer behavior over the last year, and the impact exposure had on digital campaigns that were running over that same time period.

US AUTO AD SPENDING CHANGES ACROSS DIFFERENT MEDIUMS



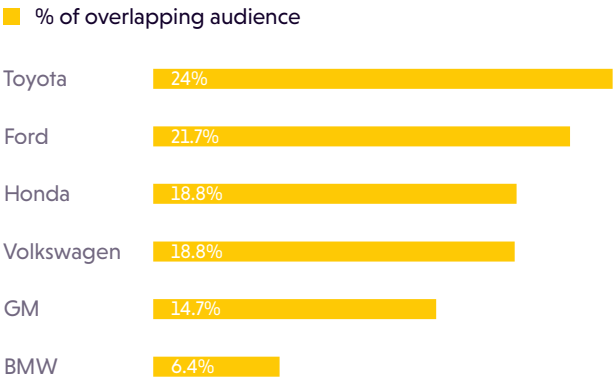


CORRELATION BETWEEN THE NUMBER OF TV COMMERCIALS SEEN AND CHANCES OF A CONVERSION



TV ads make most impact on potential buyers who are already doing research: 2.3% of TV-exposed car shoppers went on to search for the brands they saw advertised when doing research online and through aggregator sites such as Autotrader and KBB. Exposed car researchers were both significantly more likely to search for the brands they saw and 18% more likely to search for more brands overall than unexposed shoppers.

BRANDS WITH MOST CROSS-PLATFORM SEARCHES (AGGREGATOR SEARCHES AFTER VIEWING TV ADS)



MiQ recently worked on an auto campaign where we saw that only 12.3% of the brand's TV ads were being watched to completion by consumers. Being able to use this data for digital targeting purposes opens up the opportunity to take a twofold approach, employing different messaging and channels to reach consumers who have seen enough ads to recall the message versus those who have not.

Some notes on TV Exposure



ONLINE SEARCH

The chances of doing an online search after seeing a TV ad varies by brand. Volkswagen and Toyota have the highest results, with 6.3% and 5.4% of viewers, respectively, searching for the brand in the two weeks following exposure to an ad on TV.



SWEET SPOT

Exposure to three TV ads is a 'minimum sweet spot'. Consumers who watched three or more complete TV ads were almost 1.5x more likely to search for a car online after exposure than consumers who saw fewer than three ads.



POST-EXPOSURE




Ads for luxury brands are about 1.2x more effective at driving post-exposure searches than non-luxury brands.



# CONSIDERATION

Consideration marks the start of the research process, where buyers start looking at different makes and models. Buyers will read reviews from both professionals and peers on social networks, as well as searching for options on aggregator sites like Autotrader and KBB.com. They may start to visit dealer and manufacturer websites, but the majority of that activity will happen later.

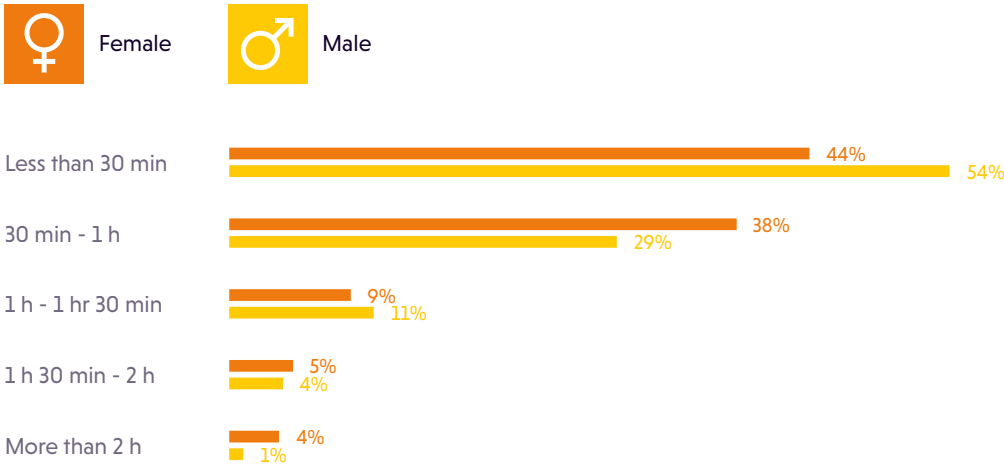
How a consumer conducts their research depends on their lifestyle, need, and age.

-  Younger consumers (18-34) tend to be more organized and discerning than older consumers when conducting their research, using more filters during the process, and digging deeper into specific car models and brands.
-  Older buyers (45+) tend to be more likely to consider a breadth of options, and are 3x more likely to search for three or more car manufacturers.
-  Gender plays a role in this process. Women spend more time on average than men doing research on aggregator sites, especially when looking for used cars.

**KEY TAKEAWAY**  
People find out information about cars in different ways depending on lifestyle, gender and age. You need a strategy for reaching different groups.

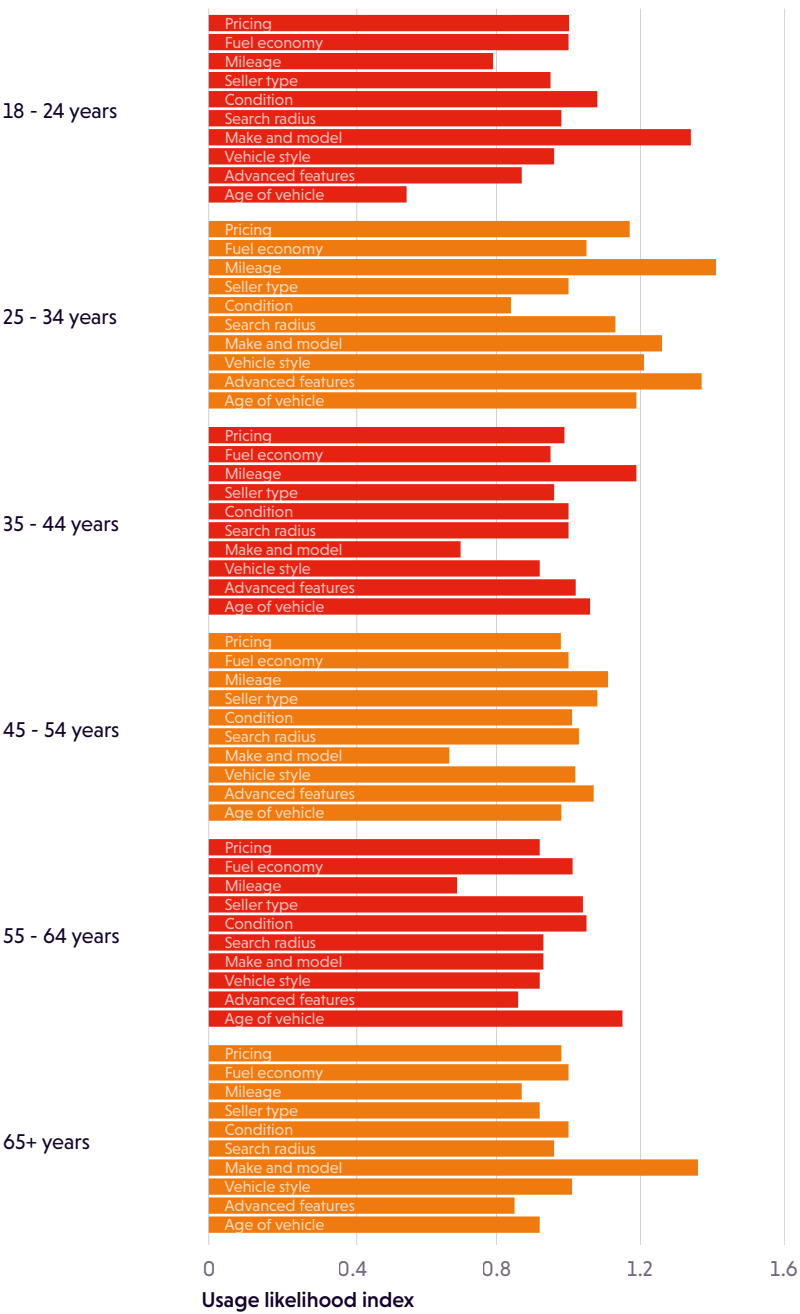


## SESSION TIMES ON AUTO AGGREGATOR SITES BY GENDER



**HIGHLIGHT**  
On average, women spend more time researching options on auto aggregator sites during the buying process than men.

FILTERS USED WHEN SHORTLISTING VEHICLES (BY AUDIENCE AGE):



Millennial audiences are likely to have a bigger list of features in their ride for which they are ready to spend more whereas the older audiences are open to more options but if there is a tie, pricing will be the deciding factor.

NEW VS. USED CARS

Shoppers between the ages of 25 and 34 are the most likely to search for new cars compared to used cars, while buyers between 18 and 24 or 35 and 44 are more likely to prefer used cars over new. Preferences among older buyers (45+) are split pretty evenly between new and used.

THE IMPACT OF CREATIVE

13% increase

Careful optimization of campaign creatives could lead to an increase in performance as high as 13%.

We analyzed over 300 distinct creatives from 23 global automotive brands, and identified how key features such as background color, pricing information, animation length, and even the presence of a person in the ad impacted an ad's performance among different audiences.

- ✓ **The benefits of animation depend on the platform.**  
Animated creatives achieve conversion rates 3.5x higher than static creatives on desktop devices. But on mobile, static image creatives averaged conversion rates 1.8x higher than animated banners.
- ✓ **Dark backgrounds drive clicks.**  
Auto ads that featured dark backgrounds averaged click-through rates nearly 2.2x higher than those that predominantly featured lighter colors.
- ✓ **Showing the car matters.**  
Creatives with images of one or more vehicles averaged conversion rates 1.2x higher than those that did not show a vehicle.
- ✓ **Including pricing details increases click-through rates and view time.**  
Creatives that included pricing information averaged click-through rates 1.6x higher than those that didn't, as well as 15% higher viewability rates.

MIQ CREATE

MiQ drives bold creative to the forefront of digital advertising with high impact formats, powered by real-time programmatic technology. Our creative studio is available to recommend and design beautiful formats. From building awareness to elevating performance, our formats are designed to achieve the outcomes our clients care about.

# SHORTLISTING

Consideration and Shortlisting are the stages when car shoppers are the easiest to identify. They're actively searching for makes and models, reading reviews, and visiting websites so they're easy to spot.

But of these shoppers, only three percent will go on to visit a dealership offline, let alone make a purchase. That means identifying shoppers isn't enough. Advertisers need to be able to differentiate and target the shoppers who will eventually become buyers.

One way to do this is to score buyers based on their likelihood of making a purchase. To do this, we created a five-point scale based on predictive factors such as how recently they accessed content or did research, the number of times they visited related content, the number of different brands they looked at, the dealer and manufacturer sites visited, and how many blogs and articles they read.

Here are the five kinds of prospective buyer:

## Casual Enthusiasts

### SCORE: 1-2

This group is 90% of online consumers (35% have a score of 1, 55% have a score of 2). They have an ongoing interest in cars and automotive content, and frequently read automotive news and reviews, follow content around industry news like recalls and mergers, and are the most likely to interact with social media content around vehicles. But their actual likelihood of buying a car is very low. Only 9% will visit a dealer or manufacturer website and fewer than one percent will visit a dealership offline.

## Interested Enthusiasts

### SCORE: 3

Consumers in this group make up about 2% of the automotive content audience. They're regular followers of automotive content online who may also be interested in buying. They're more likely to have visited a manufacturer or dealer website than the 1-2 score crew, and are likely to be doing research on aggregator websites. They are the least likely to be interested in social media content or peer reviews about vehicles, preferring professional content and their own research. But their likelihood of follow-through is still low. Only 1.3% will visit a dealership and make a purchase.

### KEY TAKEAWAY

There are five kinds of potential buyer - but some are much more valuable than others. You need to target high value customers without wasting budget on low value ones.





## Definitely Into It

### SCORE: 4

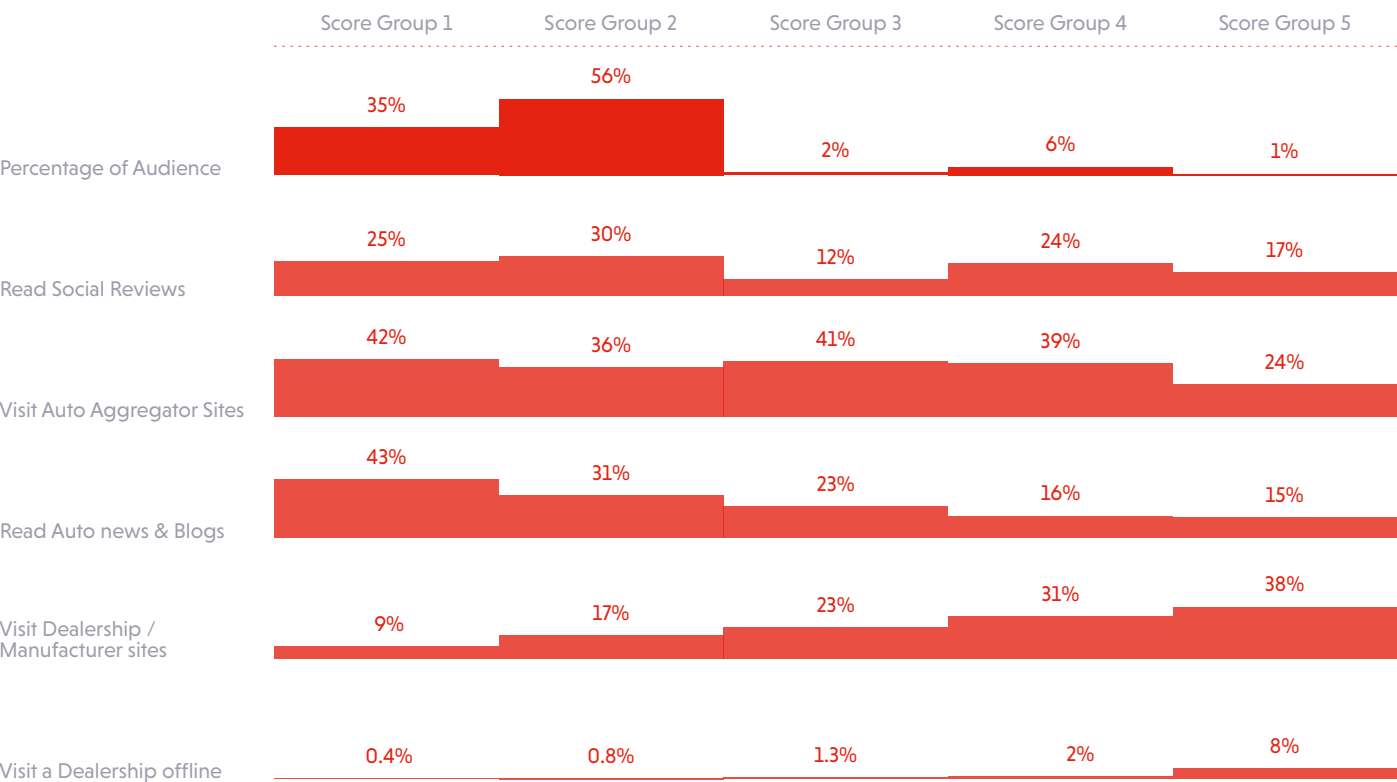
This is about 6% of the auto content audience, and represents the bulk of likely buyers an auto advertiser can reach. They don't really care about automotive news and enthusiast content - only 16% of them engage with that content online - but they have done their research. 40% have visited a research or aggregator site. Nearly one-third (31%) of this group will visit a dealer or manufacturer website and 2% will go on to visit a dealership. When they visit manufacturer websites, they'll be the most likely to download brochures about specific models. These are the easiest consumers to identify, but the challenge will be to make sure your brand is in their consideration set and that you don't lose them before purchase.

## Right Here, Right Now

### SCORE: 5

This is just 1% of the total automotive audience, but nearly 40% of them will visit a manufacturer website and 8% will go on to visit a dealership. These consumers have already started making inquiries about test drives and are the most likely to be actively researching financing options online. Consumers in this group are 3x more likely to book a test drive and 4x more likely to visit a dealership than other segments. But they're less likely to have done research or read reviews online. They've either made up their mind early on or it's been more than a month since they settled on their final short list. One of the best ways to reach these consumers is to put financing information in front of them or to try and compete on price, particularly if you know what vehicles they've already considered and can personalize the creative content to match.

### CROSS-PLATFORM SCORING OF AUTO ENTHUSIASTS





# PURCHASE

On average, the time between a car buyer first researching cars online and visiting a dealership is around 23 days. At this point, standard online measures of success become insufficient. We need to move on to tracking foot traffic at dealerships using mobile devices to close the loop on the purchase journey. That means marketers need a partner who can access and integrate this location-based data and combine online, location, and offline data integrations tying digital advertising to CRM data to track sales and after-sales services.

To track this behavior for American car buyers, we created location-based audience segments based on more than 1,500 auto dealerships for major automotive brands in New York, Chicago, Denver, Los Angeles, and Houston. We collected foot traffic data from these dealerships across three months, totaling more than 250,000 prospective car buyers. We then looked at the behavior of these car buyers to work out how they shop in the final days of their purchase journeys.

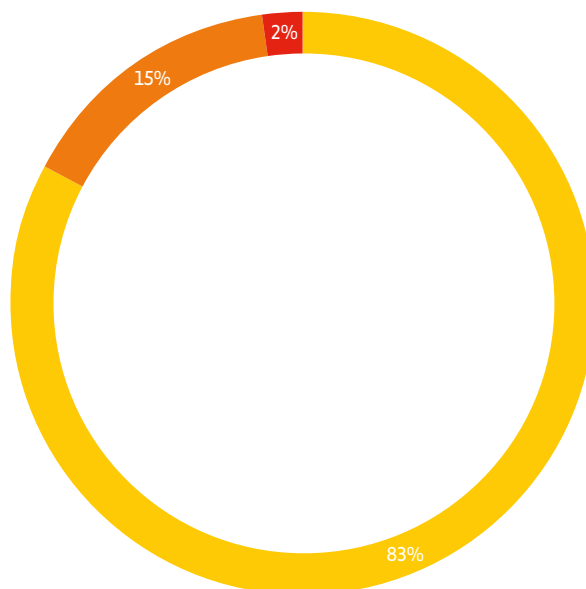
Though a majority of prospective car buyers in the US are already decided on the car they want to purchase through intensive research online, a significant number of buyers tend to continue their research offline at dealerships before finalizing their purchase. The top-level cross-visitation trends remained fairly even across different regions in the US throughout our analysis. On average, prospective car buyers will visit between one and three dealerships before making a purchase, though 83% will visit only a single dealership before making a decision.

## KEY TAKEAWAY

You need to know when customers are visiting dealerships - so you can keep the ones that have been to yours, and conquest the ones who've started with your competitors.

## NUMBER OF DEALERSHIPS VISITED by prospective buyers in a month

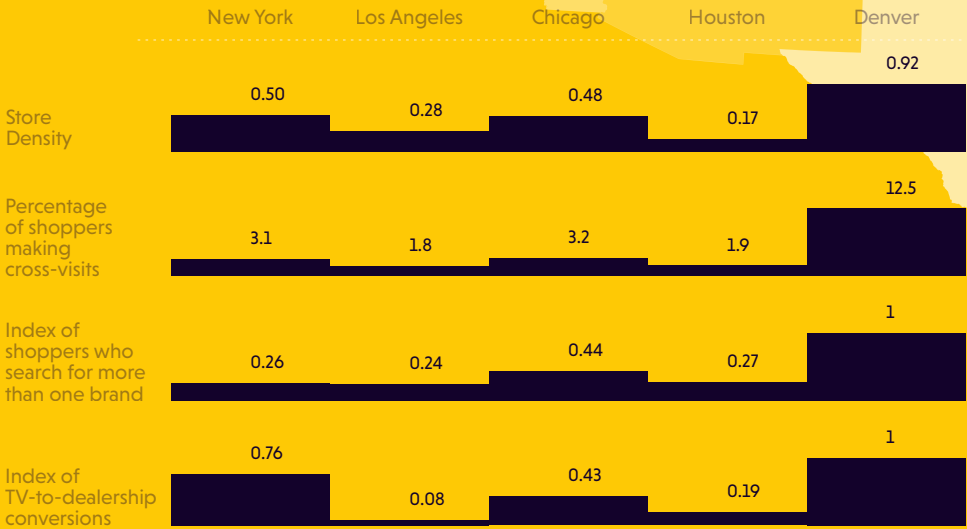
- 1 dealership
- 2 dealerships
- 3 dealerships or more



## HIGHLIGHT

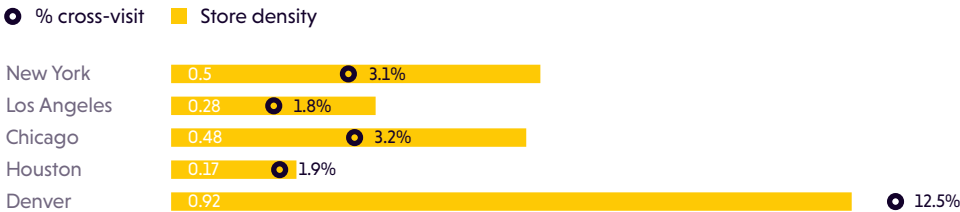
Only 17% of car buyers will visit multiple dealerships during the 30 days prior to making their decision.

What affects cross-visitation?



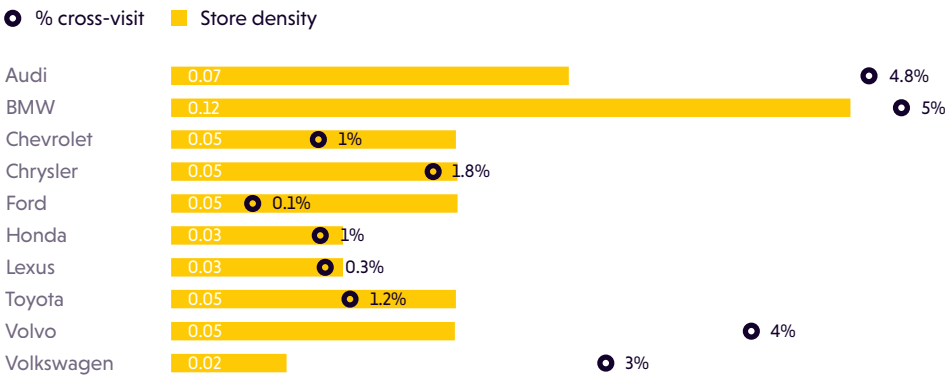
Dealership density and distance are the biggest factors in determining the likelihood of a prospective car buyer to visit multiple dealerships. Location density affects not just competitor visits but also cross-visits to dealerships for the same brand. This was particularly true for New York BMW dealerships in our sample, which had the highest rate of “internal” cross-visitation.

CROSS-VISITATION AND STORE DENSITY



Denver had the highest dealership density for automotive brands considered during our study, resulting in a higher tendency of cross-visits and resulting in more vehicles in the consideration set of the audience.

CORRELATION BETWEEN INTERNAL CROSS-VISITATION AND STORE DENSITY



For the New York market, BMW had the highest location density of the brands in our sample and so provided buyers the most options to visit multiple brand locations prior to making a purchase.

STORE DENSITY

It's the average number of dealerships (brand and competitor) within a 1-mile radius.

## The impact of gender

Men are 1.8x more likely to research cars online

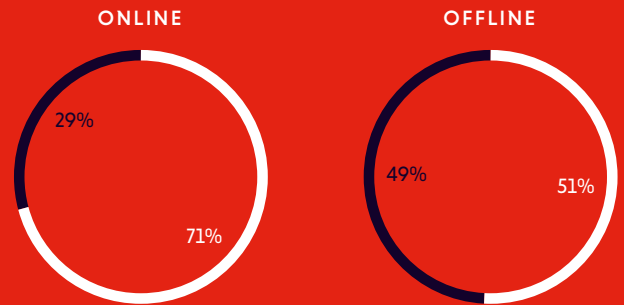
But on average, they spend less time doing it

Men and women are equally likely to visit a dealership

While men are more likely to do online research and show enthusiasm for auto content generally, women are just as likely to show up in later purchase stages and at the dealership. Marketers need to make sure they don't miss out on opportunities to reach female customers by being too focused on traditional data segments that over-index to male consumers and content interaction.

### RESEARCH TYPE SPLIT BY GENDER

Male Female



## The impact of life stage on dealership visits



Married consumers are 1.3x more likely to research multiple brands online (this is also a factor that will be correlated/conflated with their age).



Consumers from married households are also more than 1.5x more likely to visit multiple dealerships prior to making a purchase.



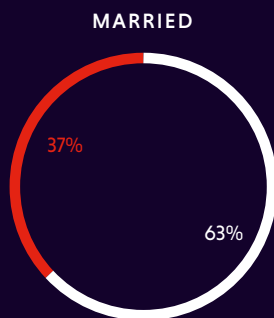
Parents are more likely to visit multiple dealerships than non-parents



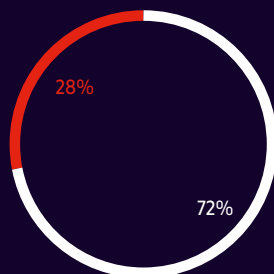
The presence of children in the household has a major (and highly expected) impact on the types of vehicles and manufacturers that parents look at.

### ONLINE RESEARCH MODE

1 brand More than 1 brand

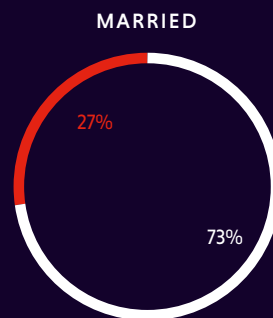


### SINGLE

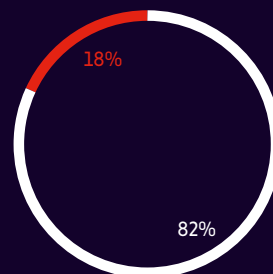


### OFFLINE RESEARCH MODE

1 brand More than 1 brand



### SINGLE



## Visitation paths

Marketers need to be aware of the most popular visitation paths for consumer, as well as the difference between luxury and non-luxury buyers, so they know exactly when they need to conquest - or protect themselves against conquering. Here's what we know.

### Non-Luxury Dealerships

We analysed 600,000 distinct footfalls for non-luxury dealerships in five major U.S. cities and found:

37% buyers visited more than one dealership.

Of these, 61% visited multiple dealerships for the same manufacturer/brand.

Just under a quarter of total shoppers visited multiple dealerships for different brands before making a purchase.

The vast majority of shoppers visit three or fewer dealerships.

Conclusion: For auto advertisers there's a clear window of opportunity between 7 and 9 days after the first dealership visit to target shoppers who've visited both their own dealerships (to close the sale) or those of a competitor (to conquest away shoppers who haven't yet made a final purchase).

### Non-Luxury Visitation Paths

Shoppers who visited more than one manufacturer's dealership were most likely to visit a Honda and a Toyota dealership, followed by Chevrolet and Chrysler cross-visits.

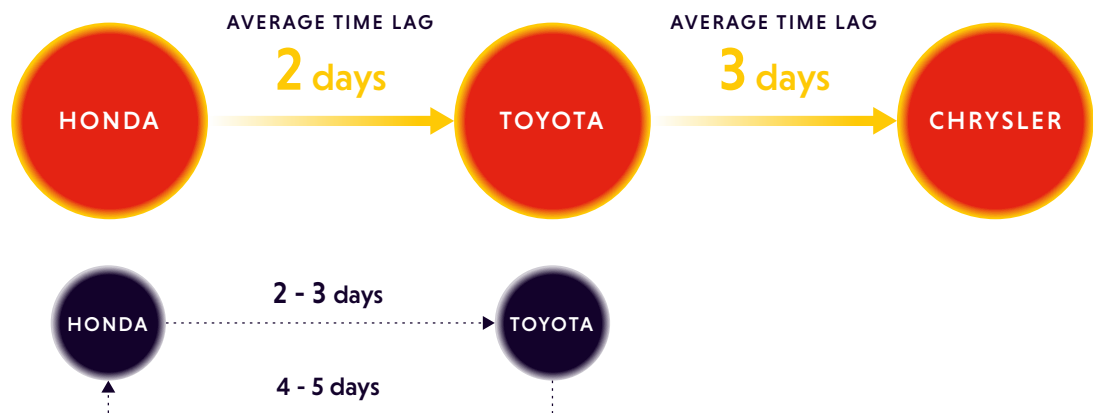
Shoppers visiting a Chevrolet showroom were 1.7x more likely to visit a Chrysler dealership than any other non-luxury dealership.

The most common three-dealership visitation path for non-luxury brands involved visits to a Honda, Toyota, and Chrysler dealership.

On average, shoppers traveled 4.2 miles between a Honda and Toyota dealership and made their visit around two days later

Shoppers then traveled an average of 3.4 miles to a Chrysler dealership, usually around 3 days later.

THE MOST COMMONLY  
OBSERVED 3 LEVEL  
CROSS-VISITATION  
PATH





## Luxury Dealerships

Using data from 230 luxury auto dealerships across five different US markets over a month, we found:

Luxury car shoppers spend four to five more days visiting dealerships and doing offline research than non-luxury buyers.

Their visits are more spaced out, but they make more of them. Luxury car shoppers visited an average of four dealerships during their journey, compared to only two for non-luxury shoppers.

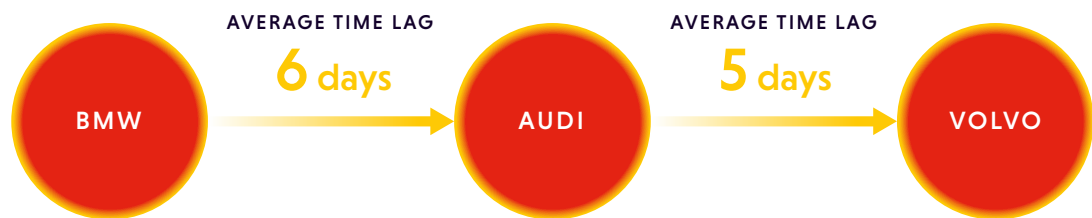
11% of luxury cross-visits involved a shopper visiting an alternate dealership for the same brand.

Conclusion: Luxury vehicles present an even greater opportunity to marketers for conquering luxury car buyers either at the dealership or following their visit, with a window of 10 to 15 days to reach shoppers before they make a purchase.

## Luxury Visitation Paths

The most common three-stage path for luxury buyers involved visiting a BMW dealership, followed by a 3.8-mile trip to an Audi dealership usually six days later, then followed by a 6.8-mile trip to a Volvo dealership, usually five days later.

**MOST POPULAR  
3 BRAND  
TRANSLATION**



**RETURN  
USER PATH**



## MOTION

Auto advertisers can use our hyperlocal targeting to find car buyers currently shopping and exploring their options at competitor dealerships and lure them with better deals and relevant service offers. Knowing that a consumer is only at their first or second dealership is a powerful signal that advertisers can use to reach a consumer, both during their visit and after they've left. Combining this level of targeting with dynamic creative executions allows brands to embed the location of nearby dealerships in the creative itself, further helping to drive potential car buyers to their dealerships.

## AFTER-SALES

A brand's relationship with an auto buyer goes beyond the day they drive out of the showroom. Buyers need to schedule maintenance on their vehicles, and having them return to a dealership rather than an independent shop means strong opportunities to cross- and up-sell them on a new vehicle when they return.

For these car owners, the same location tracking can be used to identify consumers coming back to the dealership for maintenance, and advertisers can target them accordingly. For dealerships who can combine their CRM data with digital data, this can create powerful opportunities to target people due for routine maintenance online or while near a dealership, and optimize delivery and messaging based on their response.

### KEY TAKEAWAY

The purchase isn't the end of the journey. Keep your customers coming back to increase your chances to upsell and cross-sell.



# WHAT AUTO MARKETERS NEED TO DO

Building better digital auto campaigns comes down to understanding the customer purchase journey and being able to effectively identify and target consumers who are in a specific stage of their purchase journeys.



## GO BEYOND INTENDERS AND WORK ON IDENTIFYING WHERE POTENTIAL BUYERS ARE IN THEIR JOURNEYS

Identifying auto intenders is the bare minimum when it comes to identifying auto shoppers, and will usually only identify shoppers who are visiting dealer or aggregator websites. Building better auto campaigns starts with planning a portfolio of targeting strategies to reach consumers in each stage of the purchase journey, and with messaging customized to drive consumers in each stage further along.



## USE CONSUMER BEHAVIOR TO SEPARATE AUTO ENTHUSIASTS FROM REAL SHOPPERS

Auto segments are littered with consumers whose regular passion for cars and all things automotive generates a lot of cookie data, but very little actual purchase interest. Work with your partners to develop a plan for separating the casual enthusiasts from the actual intenders, ideally with a way to score levels of purchase likelihood and target accordingly.



## UNDERSTAND HOW TV ADS INFLUENCE CONSUMER BEHAVIOR AND ADJUST YOUR MESSAGING ACCORDINGLY

Our research indicates that TV ad exposure has a very specific impact on auto shopper activity, namely, increasing the number of researched brands during the consideration stage. This has two immediate consequences. The first is that brands should consider other channels or messages for driving consumers from the Awareness stage. The second is that they should consider tailoring digital messaging that retargets TV-exposed shoppers to account for its impact on the research stage (e.g. ads that link directly to specs or research data for a vehicle, or that include information in the creative itself).



## UNDERSTAND HOW CONSUMERS TRAVEL BETWEEN DEALERSHIPS AND WHERE YOU CAN INFLUENCE THEIR BEHAVIOR

Understanding the distance a shopper will travel to a dealership, the number they'll visit, and the impacts of temperature and weather on that trip will ultimately help auto advertisers build campaigns that can either conquest shoppers at a competing dealership, or help close the deal at one of their own. Have a plan in place for tracking consumers who visit a dealership and a plan for targeting them both while they are at the dealership and after they've left.



## HAVE A PLAN TO FOLLOW UP WITH CAR BUYERS AND DRIVE THEM BACK TO DEALERSHIPS FOR ROUTINE MAINTENANCE

The purchase isn't the end of the journey -- car buyers will need maintenance on a regular basis, and returning to a dealership creates valuable upsell opportunities. Auto advertisers and dealerships should build plans that include driving consumers back to the dealership, and measuring the foot traffic that results.

## ABOUT MiQ

MiQ is an independent marketing intelligence company with the people and technology that help businesses win. It is our vision to reimagine the value of marketing by connecting data and discovering insight to drive business outcomes.

Founded by Lee Puri and Gurman Hundal in 2010, MiQ currently employs over 550 people across 15 offices located in North America, Europe and APAC. The world's leading brands and media agencies such as American Express, Avis, Lenovo, Unilever, Microsoft, GroupM, Publicis and IPG work with MiQ. In the last year, MiQ has won various awards including Fastest Growing Tech Company of the Year at the Stevie Awards, Most Effective Use of Data at The Drum's Digital Trading Awards USA, and The Sunday Times International Track 200.

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