



# Automotive Media and Marketing Report

Automotive marketers endeavor to target the right population for their key marketing communication messages. However, J.D. Power research shows that demographic targeting misses the mark in effectively reaching new-vehicle drivers. Actual purchase behavior, across the various 25 new-vehicle segments and down to the brand and model level, allows for precise and successful targeting. This information allows marketers to reach across media venues and facilitates allocation of advertising dollars more wisely and efficiently.

## The Solution

The semiannual *J.D. Power Automotive Media and Marketing Report<sup>SM</sup>* provides a comprehensive strategic perspective for targeting new-vehicle drivers through marketing insights and media consumption patterns, including broad-reaching digital and social channels as well as a deep dive into their attitudinal lifestyle preferences.

## The Benefits

Subscription to this study provides access to information necessary in developing buyer targets by examining attitudinal, lifestyle, recreational, and media consumption behaviors of recent new-vehicle drivers.

This unique study also provides insight on how to:

- Further refine segment, brand, and model of a customized competitive set, targeting verified new-vehicle drivers
- Evaluate specific media channels on their ability to reach target prospects for specific models or segments
- Identify the usage patterns of media venues that help influence new-vehicle purchases
- Depict persona insights by tapping into J.D. Power's automotive attitudes and auto segmentation data base

J.D. Power's research solutions enable automotive companies to target those performance activities that have a direct impact on ROI.

# J.D. Power Industry Solutions

For more than 45 years, J.D. Power has been a trusted advisor to the automotive industry, measuring the Voice of the Customer and providing valuable industry analyses. Our full suite of solutions is designed to help automotive clients achieve their highest performance in the areas of:

- Product quality and service
- Product planning
- Media and marketing
- Sales, pricing, and incentives



## J.D. Power's Automotive Media and Marketing Offerings include:

### Online-to-Offline (O2O) Website Analytics

Links the online activity of your website visitors to offline retail vehicle sales data collected by the *Power Information Network® (PIN)* from J.D. Power. This enables website operators to identify the makes, models, and types of vehicles purchased by website visitors, as well as the content consumed by those visitors. The analysis provides information that can be used to develop meaningful website content and for advertising-supported websites, to increase advertising revenue. The analysis is conducted using a proprietary, consumer privacy-safe methodology.

### Online-to-Offline (O2O) Campaign Analytics

Measure the performance of online ad campaigns using the metric that really matters, actual vehicle sales. With O2O, marketers can see which makes, models and types of vehicles were purchased by consumers exposed to the campaign. Marketers gain valuable insights into the performance of data segments, ad inventory, placement, and other campaign KPIs. Utilizing near real-time sales data collected by the *Power Information Network® (PIN)* from J.D. Power, O2O provides a unique level of speed, depth, and transparency that offers marketers the actionable insights they need to improve the performance and ROI of online advertising campaigns.

### Manufacturer Website Evaluation Study (MWES)

Conducted semiannually, examines the features and content of OEM-hosted websites that shoppers find useful and engaging when shopping online for a new vehicle. The study identifies trends and best practices, ranking OEM sites on performance in navigation, speed, appearance, and content/information, helping determine what is most important to vehicle shoppers and most effective in driving traffic to the showroom.

### Third-Party Automotive Website Evaluation Study (TPAWES)

Examines the features and content of third-party automotive websites that shoppers find useful and engaging when shopping for a vehicle online. It will help third-party automotive websites identify improvements to make their site more competitive. The study identifies trends and best practices, ranking Third Party websites on performance in navigation, speed, appearance, and content/information, helping determine what is most important to vehicle shoppers.

### Automotive Mobile Site Study (AMS)

This study examines the features and content of OEM-sponsored and Third-Party mobile sites. The study identifies trends and best practices, ranking OEM-sponsored and Third Party mobile sites on performance in

navigation, speed, appearance, and content/information, helping determine what is most important to vehicle shoppers.

### Avoider Study

Examines why new-vehicle buyers disregard models in the same competitive segment as the model they purchase, or eliminate them from consideration when shopping for a new vehicle.

### New Autos shopper Study (NAS)

A comprehensive analysis of automotive consumer shopping patterns across digital devices (computer, tablet, and smartphone) and platforms, including the traditional Internet, mobile Internet, and mobile apps. The study examines how shoppers use digital automotive information during their new-vehicle shopping process, including which sites they visit, what types of content they search on those sites, and which sites they report as most useful.

### Voice of the Customer Text Analytics

J.D. Power's state-of-the-art text processing technology analyzes all of your company's unstructured text and open ended comments—gathered from any source—and provides actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.