# V12

# AUTOMOTIVE MARKETING
## 2019 EBOOK

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# A NEW AUTOMOTIVE LANDSCAPE

The automotive industry has seen a seismic shift as new technology and massive amounts of data flood the evolving landscape. **Changing consumer behaviors, trends toward alternate types of mobility, and the convergence of the online and offline world have empowered today's automotive consumer,** placing them firmly in charge of the experiences they now demand from automotive brands.

Similarly, the car buying process has seen radical changes. What once began with reading newspaper ads and driving from dealer to dealer has changed dramatically, with consumers now using multiple devices and multiple channels to research and make decisions well before making initial contact with a dealer.

# HOW CONSUMERS SHOP FOR CARS

According to recent Autotrader statistics, **car buyers spend 59% of their time researching online.** And, while they are researching online, 46% of them use multiple devices. Most car buyers are undecided at the start of the shopping process. When they first begin to shop, 6 out of 10 them are open to considering multiple vehicle options.
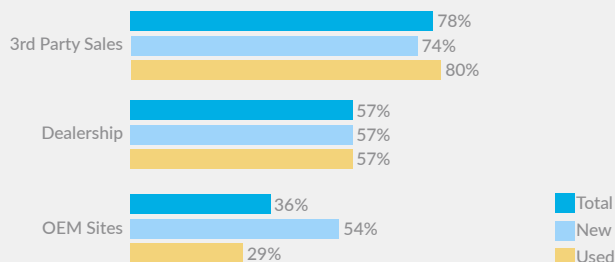
Third-party sites are the most used sites for car shopping, used by 78% of shoppers. (Autotrader)

The top five activities conducted online by car shoppers include researching car prices (71%), finding actual cars listed for sale (68%), comparing different models (64%), finding out what their current car is worth (63%), and locating a dealer or getting dealer info (46%). (Autotrader)

**Walking in remains the common form of initial contact with a dealership** by more than half of car shoppers.

## 6 out of 10 Car Buyers are open to considering multiple vehicle options. *(Autotrader)*

### Initial Contact with the Dealership

| | Total | New | Used |
|---|---|---|---|
| Walk-In | 56% | 61% | 54% |
| Phone | 25% | 20% | 28% |
| Email | 14% | 15% | 13% |
| Online Chat *(a live service)* | 3% | 3% | 3% |
| Text | 1% | 1% | 1% |
| Social Media | 1% | 0% | 1% |

### Sources Used to Shop*

| | Total | New | Used |
|---|---|---|---|
| 3rd Party Sales | 78% | 74% | 80% |
| Dealership | 57% | 57% | 57% |
| OEM Sites | 36% | 54% | 29% |

*Respondents were asked "Please select the names of the specific website/apps that you used." Some selected more than one answer.
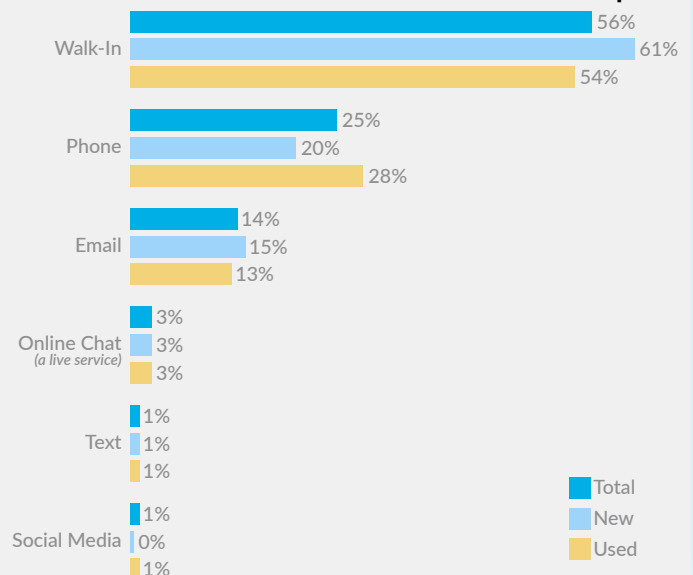
Once a consumer arrives at the dealership, 71% of buyers stated that they are satisfied with the overall dealership experience. Shoppers were most satisfied with the test driving process (77%). **The biggest room for improvement includes interactions with the financing department (59%) and satisfaction with how long the process took (46%).** (AutoTrader)

## SATISFACTION WITH OVERALL DEALERSHIP EXPERIENCE

| | ALL BUYERS | NEW | USED |
|---|---|---|---|
| Your overall experience with the dealership | 71% | 75% | 69% |

## SATISFACTION WITH DEALERSHIP PROCESS

| | ALL BUYERS | NEW | USED |
|---|---|---|---|
| The test-driving process | 77% | 79% | 76% |
| Interactions with dealership sales people | 73% | 76% | 72% |
| The selection of inventory available | 62% | 68% | 60% |
| Interactions with the financing department | 59% | 63% | 57% |
| How long the process took | 46% | 50% | 45% |

# ONLINE CAR SHOPPING AND SOCIAL

Among automotive internet shoppers, 22% use a social media site as a source while shopping for their new vehicle, up from 16% in 2015. The most popular social media sites used by auto internet shoppers during the shopping process are YouTube (13%), DealerRater (7%) and Facebook (5%). (JD Power Autoshopper Study)

Among automotive internet shoppers who use social media, only 13% indicate that the information posted on social media sites influenced their purchase decision, and only 2% say a social site was the "most useful site" they visited.  (JD Power Autoshopper Study)

Slightly more than one-third (34%) of new-vehicle buyers using social media for automotive information post a picture of their new vehicle on a social site. Facebook is by far the most posted site at 88%, followed by Instagram at 21%. (JD Power Autoshopper Study)

When asked about newer car buying alternatives, 54% said they would "love" being able to sell or buy a car from home and 42% were fine buying a car without a test drive, as long as there was some form of guarantee. (Beepi Consumer Automotive Index)

Research that Google commissioned from Millward Brown Digital indicates that **70% of people who used YouTube** as part of their car buying process **were influenced by what they watched** and views on YouTube of test drives, features and options, and walk-throughs have doubled in the past year.

**34% of new-vehicle buyers using social media for automotive information post a picture of their new vehicle on a social site.**
*(JD Power Autoshopper Study)*

**54%** of new-vehicle buyers said they would "love" being able to sell or buy a car from home.
(Beepi Consumer Automotive Index)

# DEALERSHIPS

**87% of Americans dislike something about car shopping at dealerships** and 61% feel they're taken advantage of while there.
(Beepi Consumer Automotive Index)

When asked about newer car buying alternatives, **54% said they would "love" being able to sell or buy a car from home** and 42% were fine buying a car without a test drive, as long as there was some form of guarantee. (Beepi Consumer Automotive Index)

For automotive dealers, **the biggest marketing priority by far is increasing lead volume and conversions.**
(9 Clouds, "State of Automotive Marketing")

Dealerships are also utilizing the data they have on hand prior to contacting a prospect. **The most common pieces of consumer data include basic contact details, vehicle interest, and purchase/service history.**
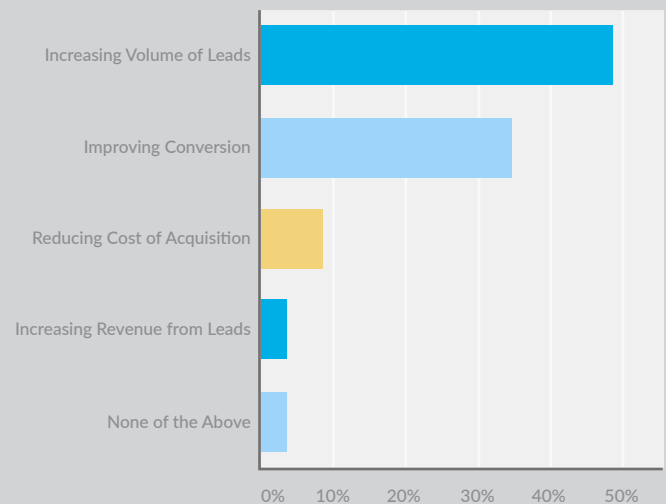(9 Clouds, "State of Automotive Marketing")

**54% of consumers would buy from a dealership that offers their preferred experience,** even if it didn't have the lowest price. (Autotrader)
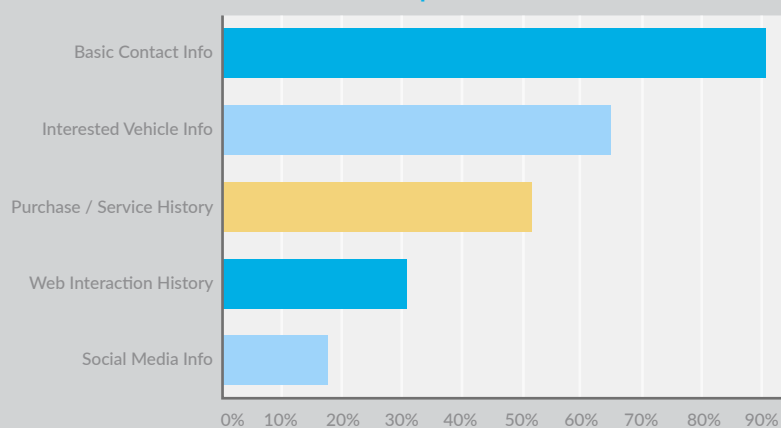
**72% would visit dealerships more often if the buying process was improved.** (Autotrader)

According to a study by Arthur D. Little, dealers average response time to consumers is 9.2 hours and OEMs average time is around 24 hours. This is a huge opportunity for improving the overall customer experience.

## What is the highest priority for your dealerships marketing efforts?

| | |
|---|---|
| Increasing Volume of Leads | |
| Improving Conversion | |
| Reducing Cost of Acquisition | |
| Increasing Revenue from Leads | |
| None of the Above | |

0%   10%   20%   30%   40%   50%

## How much info does your company have about a lead before a salesperson reaches out?

| | |
|---|---|
| Basic Contact Info | |
| Interested Vehicle Info | |
| Purchase / Service History | |
| Web Interaction History | |
| Social Media Info | |

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%

# MOBILE ACTIVITY

According to research from Facebook, US vehicle shoppers not only use mobile devices as they research new cars, they even prefer them for some activities. A majority of vehicle shoppers, for example, said mobile was a better way to ask friends and family about auto options, and about two in five preferred to book a test drive from a mobile device.

Smartphones Surpass Tablets for Automotive Research: More than half (53%) of automotive internet shoppers use a mobile device in their quest for automotive information. For 2016, smartphone usage surpasses tablet usage (37% vs. 33%, respectively). The use of desktop or laptop computers remains most common at 92% but has been steadily decreasing from 99% in 2012.  Consequently, the proportion of time spent shopping on mobile devices continues to increase, with 33% of the total shopping time now conducted on a mobile device.  (JD Power Autoshopper Study)

Integrated mobile apps and connected vehicle services deliver more value for the customer, enhancing customer loyalty after the initial car purchase. A study by DMEautomotive showed that vehicle buyers using a branded app were 73% more likely to make a purchase from the dealership, and after making a purchase, booked 25% more service appointments than shoppers without an app. They also spent more money than non-app users when purchasing a vehicle, 7% more according to a study commissioned by Cars.com.
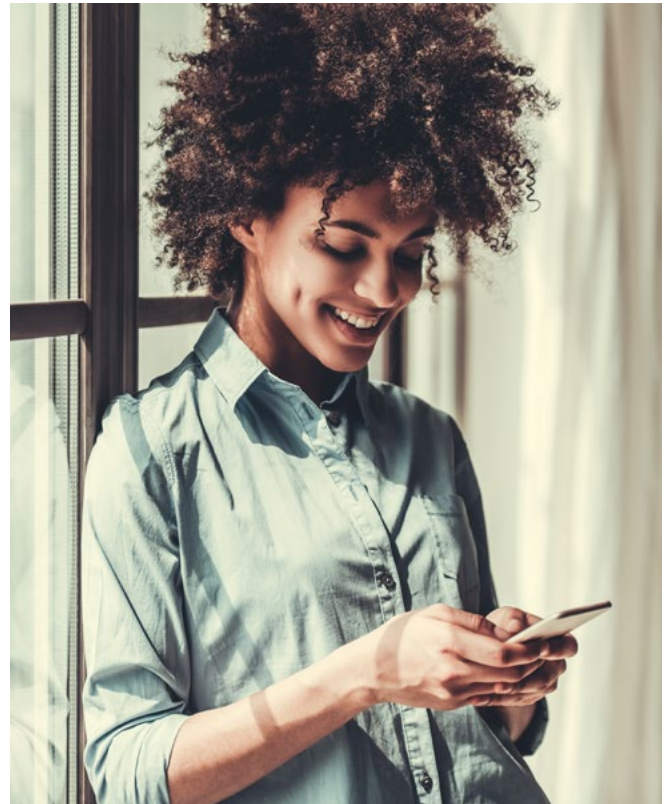
**6 out of 10 Car Buyers** are open to considering multiple vehicle options. *(Autotrader)*

# CAR BUYING AND MILLENNIALS

When looking to buy, Millennials consider slightly more vehicles on average than Baby Boomers. Millennials also usually take longer to decide what car to buy than Baby Boomers, an average of 16.9 vs 15.7 weeks. Millennials invest more time in the actual buying process as well, almost four and a half hours more on average. (D. Power)

52% of car shoppers feel anxious or uncomfortable at dealerships. Millennials lead the pack in their dislike, with 56% saying they'd rather clean their homes than negotiate with a car dealer. Gen X-ers aren't fans either, and faced with alternatives 24% say they'd rather have a root canal than get into car negotiation. Among millennial women, 62% feel pressured to buy right away and 49% said they felt tricked into buying features they didn't need. (Beepi Consumer Automotive Index)

Vehicle ownership plays a key role in supporting Millennials' need to stay connected, and in a study by Autotrader.com, 72% of younger millennials indicated that a car is important to their social life. Style and features, especially technology, are critically important to them. For example, more than 70% of younger millennials cite technology and infotainment features as "must-haves" when purchasing a car. A report by automotive research company, SBD provides evidence that these connected systems are important to younger, more digitally oriented consumers and will likely impact their next vehicle brand purchase decision.

**56% OF MILLENNIALS** would rather clean their homes than negotiate with a car dealer.

(Beepi Consumer Automotive Index)

# AUTOMOTIVE CUSTOMER JOURNEY

A study by ACA Research maps out the automotive customer journey and the timing for key events from initial research to final purchase.

According to the research, **"Generally the automotive vehicle purchase journey for the vehicle and finance can take between 5 and 12 weeks and encompasses the following steps:"**

**1. Develop a shopping list of vehicle brands**
Approx. 1-3 months prior to purchase

**2. Cull the shortlist**
4-7 weeks before purchase

**3. Test drive vehicles**
2-4 weeks before purchase

**4. Finalize vehicle choice**
1-3 weeks before purchase (on average)

# DATA FUELING THE AUTO INDUSTRY

It goes without saying that auto companies must be more committed than ever to understanding today's consumers on a one-to-one level, including what drives them, what motivates them, and what they are looking for in their next vehicle. Developing an understanding of consumers at such a personalized level requires numerous data sets and analytical capabilities to develop a rich, omnichannel customer view.

In KPMG's Global Automotive Executive Survey, automotive executives were on the same page about the value of data. According to the research, "84% of executives absolutely or partly agree that data is the fuel for the future business model of auto companies."

**84%** of executives absolutely or partly agree that data is the fuel for the future business model of auto companies.

(KPMG's Global Automotive Executive Survey)
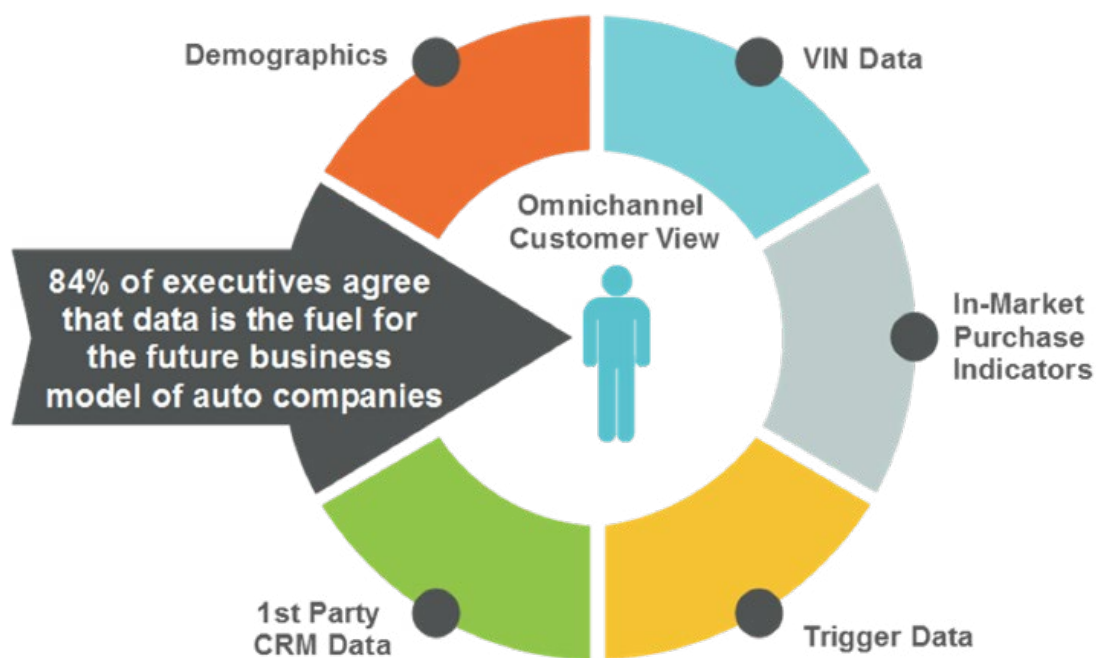
# MARKETING DATA

Consumers produce mountains of data every day–information about who they are, their intent to purchase, and more. Automotive brands must be diligent in collecting data from each consumer engagement such as visits to the service department, calls to customer service, email engagement, form fills, inquiries on available vehicles and more.  Each of these data points should be integrated into a CRM system in order to better understand current and prospective customers.

Appending third-party data assets to an internal database will provide a much deeper understanding of a brand's customer base. Examples of third-party data sets include:

**Demographic Data:** Information such as households with new children (might upgrade to a larger vehicle), teenage drivers (might purchase a first car), or lifestyle attributes, such as environmentalism or an interest in the outdoors (hybrids or four-wheel drive), can take targeted marketing to the next step. Income, marital status, occupation, hobbies, lifestyle, and age are other examples of demographics that can be used to create targeted marketing messages to which consumers are most apt to relate.

**VIN Marketing Data:** Information on vehicles and their owners, such as make, model, and year, or data such as engine size, fuel type, drive train, engine block, and engine cylinders.

# V12 AutoID

V12 provides the industry's leading VIN database with data on over 215+ million consumers and 186+ million VINs with linkage at the household and garage level. VIN data is available for all 50 states, including privacy states and is 100% populated with Make, Model and Year.  Unlike other providers who merely attempt to model the most likely vehicle for their garage data, V12 determines EXACT VIN(s) belonging to a specific garage. Multiple other selections are also available including engine size, fuel type, drive train, engine block, and engine cylinders

**Trigger Data:**

Consumers who might be in-market for a new vehicle based on life events, such as new movers, new teen drivers, newly married, or newly retired. Nearly three-quarters of new movers make major move related-purchases. For example, in the automotive industry:

- Auto dealers and repair shops rank among the top five most-sought-after gift certificates included within new mover marketing welcoming packages.
- Hundreds of auto retailers and repair shops nationwide generate an average monthly response rate of 12% using new mover marketing programs.
- Auto-focused new mover offers like "one free oil change" and "one free car wash" rank among the top 10 best-performing offers.
- New movers are 90% more likely than established residents to purchase a car within the first year of their move. (Source: Zillow)

**V12 provides mover solutions spanning the entire move cycle.**
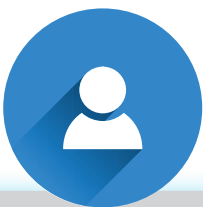**Other types of trigger data V12 offers include:**

**New Mover** 27MM

**New Parent** 4.5MM

**Child Near
High school Graduation**
5.3MM

**Recent Divorce** 1MM

**College Graduate** 6.4MM

**Newly Wed** 2.8MM

# IN-MARKET INDICATORS

One of the most powerful types of data is purchase intent. Google found that marketers who only try to reach their audience with demographics are missing at least 70% of shoppers.

While demographics are incredibly important, they only show brands what the consumer looks like today, not what they may be in market to purchase tomorrow. Purchase intent is the likelihood of an individual buying a specific item and can be identified through purchase signals consumers leave across the purchase journey.

**78%** 78% of marketers believe using intent data can lead to better marketing relevance

**67%** 67% think it can help them gain a competitive edge

# V12 SIGNALS

**V12's purchase intent solution, V12 Signals, allows marketers to reach car shoppers who are expressing active, in-the-moment intent to purchase.**

### Reach 1.7 million monthly car shoppers.

Using mobile location intelligence, dealerships can reach shoppers who have recently visited their lot or a competitor's location. V12 Signals is an innovative mobile solution that enables companies to market to households expressing active intent to purchase based on their shopping behavior.

Specifically, we utilize geolocation data to identify in-market shopping activity. We then use our proprietary integration technology to identify the likely in-market household. Unlike traditional mobile marketing, which only identifies the device, V12 Signals identifies households and the individuals in them.

Our innovative solution provides household contact information complete with a wide variety of consumer attributes allowing you to create a highly targeted offer across multiple channels.
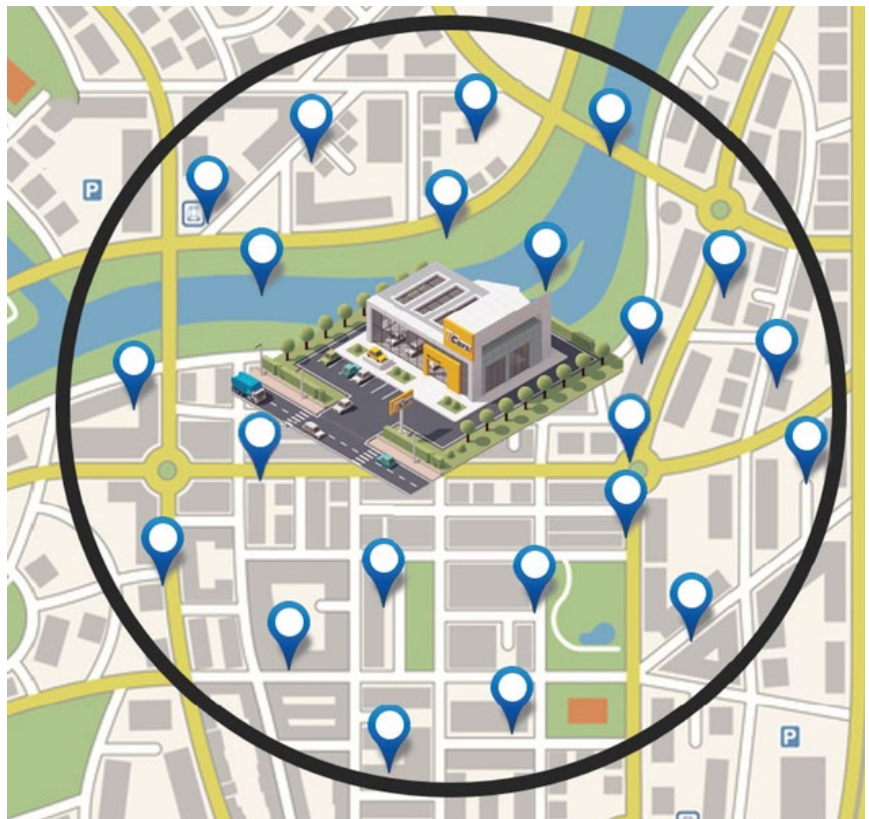


### How does it work?

97% percent of consumers own and carry a mobile device, the majority of which have multiple applications installed. When installing certain apps, consumers must opt-in to grant permission for location tracking. When a consumer drives to a location and has one of these apps available on their mobile device, V12 Signals is able to identify that device at the location and subsequently infer the household associated with the shopping event.

**Clients using V12 Signals have experienced 3x higher engagement and 19% sales conversions.**

# MOBILE SIGNALS TRAFFIC VOLUMES

Below is an example of monthly Signals traffic volume for automotive.

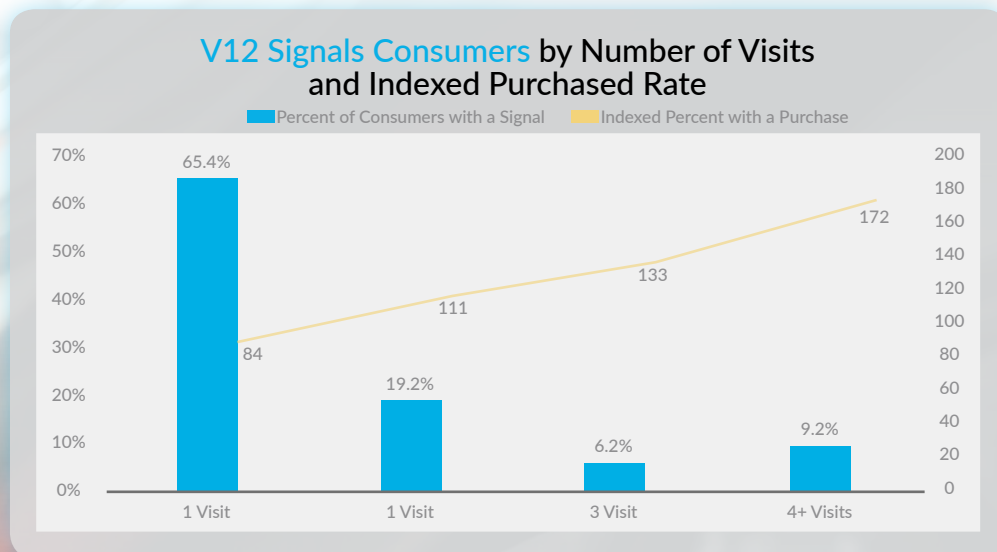| Brand | Total Visits | Unique Visits |
|---|---|---|
| Acura | 38,775 | 21,953 |
| Alfa Romeo | 11,705 | 3,788 |
| Aston Martin | 2,743 | 747 |
| Audi | 36,831 | 23,407 |
| AutoNation | 28 | 11 |
| Bentley | 2,984 | 1,168 |
| BMW | 63,283 | 32,636 |
| Bugatti | 827 | 113 |
| Buic | 113,557 | 98,746 |
| Cadillac | 81,973 | 29,952 |
| Carmax | 32,898 | 1,503 |
| Chevrolet | 299,009 | 161,251 |
| Chrysler | 116,002 | 68,474 |
| Dodge | 120,799 | 66,076 |
| Ferrari | 2,946 | 1,111 |
| Fiat | 24,560 | 5,600 |
| Ford | 349,129 | 216,293 |
| GMC | 92,059 | 6,634 |
| Honda | 200,151 | 107,429 |
| | **3,645,983** | **1,657,137** |

# IN-MARKET MODEL

V12 is also able to help brands reach vehicle shoppers with our in-market model, which identifies shoppers 4.2x more likely than the average U.S. population to purchase a vehicle within a 90-day time frame.

The model was built using V12 Signals mobile location technology. Using machine-learning processes, the model is continually ingesting this feed of in-market behavioral data to deliver predictions and recalibrate.

As part of the development process, V12 Signals data was validated against verified auto purchase data. **Research done in conjunction with a third-party research partner revealed that consumers with multiple visits to a dealer within a two-month time period are more likely to purchase a vehicle in the next 90 days compared to consumers with only a single visit.** Based upon this data, consumers with 4+ sales visits have a much higher purchase rate compared to consumers with fewer visits.

V12's VIN database, V12 AutoID, provides the foundation for the in-market automotive model.

## V12 Signals Consumers by Number of Visits and Indexed Purchased Rate

Legend: ■ Percent of Consumers with a Signal  ■ Indexed Percent with a Purchase

| Number of Visits | Percent of Consumers with a Signal | Indexed Percent with a Purchase |
|---|---|---|
| 1 Visit | 65.4% | 84 |
| 1 Visit | 19.2% | 111 |
| 3 Visit | 6.2% | 133 |
| 4+ Visits | 9.2% | 172 |

# AUTO BUYER'S JOURNEY

Today's consumers are empowered with more information and choices than ever before. From awareness to purchase, automotive shoppers take an omnichannel journey before stepping into a dealership, ready to sign. This journey can take weeks or even months before a purchase decision is made. Marketers must understand this process and target consumers throughout every phase to ensure their brand will make the short-list when it's time for the final decision.

## 40% OF AUTO SHOPPERS are in-market for 2-6 months.

More than a year
**7%**

7-12 months
**10%**

4-6 months
**17%**

2-3 months
**23%**

A month
**17%**

3 weeks
**4%**

2 weeks
**5%**

A week
**6%**

4-6 days
**2%**

2-3 days
**3%**

One day
**2%**

5-8 hours
**0%**

**1%**
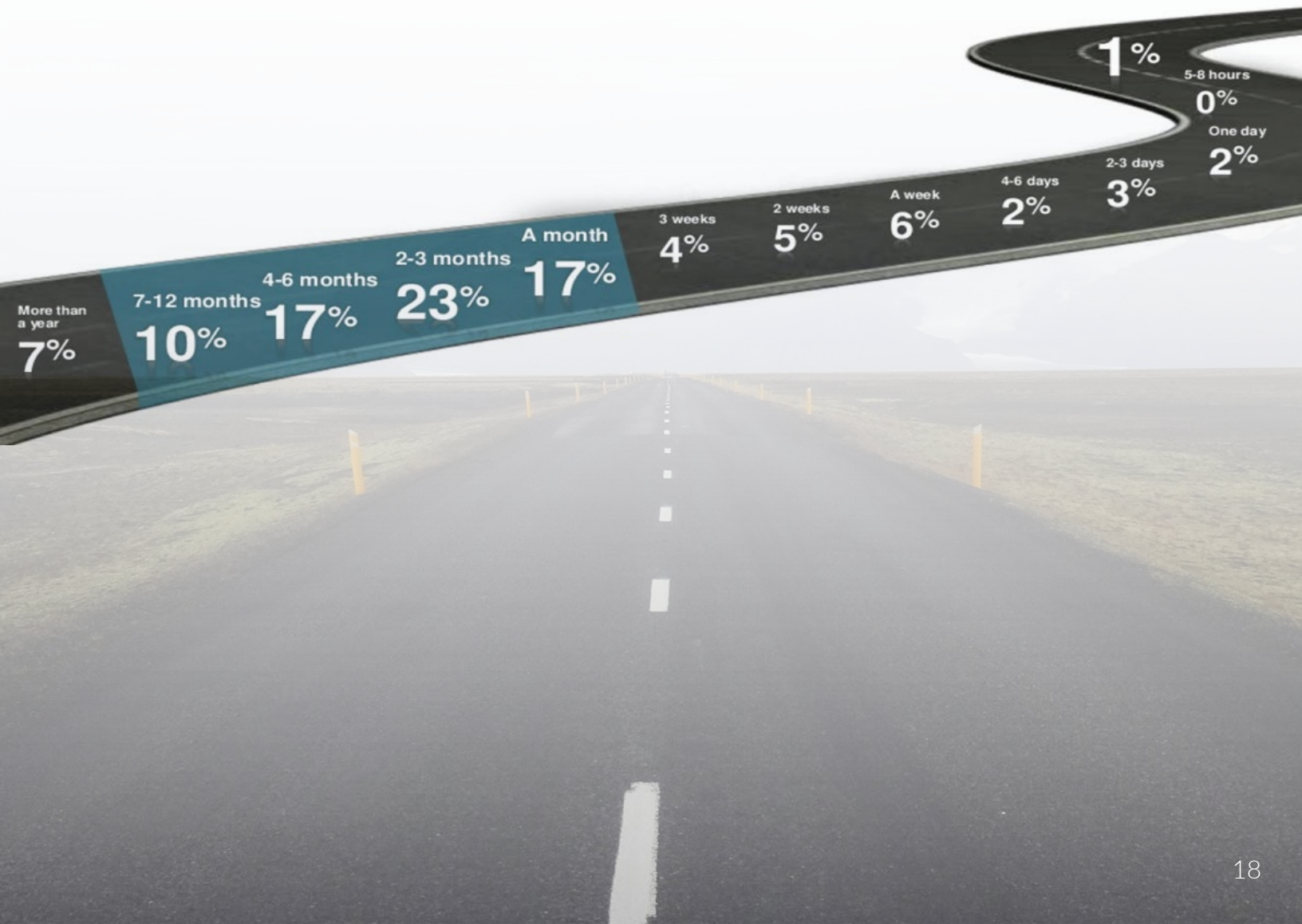
# THE THREE STAGES OF PURCHASE

**AWARENESS, CONSIDERATION, DECISION.** The buyer's journey is the process a consumer goes through from awareness of a need, to consideration of different options, and finally to the decision to act. As a consumer goes through each of these stages, dealerships must ensure they have a strong presence across multiple channels and are reaching consumers with the right messages and offers.

According to Google's examination of one consumer's path to vehicle purchase, the auto purchase journey can cover over 900 digital touchpoints in a three-month period.



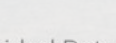Stacy's car-buying journey included over 900 digital touchpoints* in a 3-month period

**71%** Occurred on Mobile

**139** Google Searches
**14** YouTube Videos
**89** Images
**69** Dealer Interactions
**186** Manufacturer Interactions

*Touchpoints = searches, website visits, video views, clicks

Explored **14 Brands**

Considered **6 Brands**

Decided Between **2 Brands**

# AWARENESS

In this stage, buyers are aware of a need. More trips to the repair shop may trigger the decision to purchase a new vehicle to offset accumulating repair costs. A new teen driver may be ready for their first car, a new baby may mean a larger family vehicle, or a newly retired couple could be ready for an upgraded model with advanced safety features.

Whatever the reason, when a consumer first enters the market for a new vehicle, chances are they are most likely unaware of your dealership. This means that as prospects begin to search for options, auto companies need to have a strong presence.

This initial phase of awareness is the ideal time to make a solid impression. A robust website, valuable content on multiple sites, and a social media engagement strategy are integral to giving auto companies a competitive edge.

## TOP 5 ACTIVITIES ONLINE DURING THE SHOPPING PROCESS

| 1 Research car pricing | 2 Find actual vehicles listed for sale | 3 Compare different models | 4 Find out what current car is worth | 5 Locate a dealer or get dealer info |
|---|---|---|---|---|
| 71% | 68% | 64% | 63% | 46% |

Content marketing plays an essential role throughout the car buying journey. Many dealerships utilize top of the funnel content strategies such as blog posts and articles to improve search engine rankings. However, it is increasingly important for automotive dealerships to integrate other types of content to drive conversions. Based upon research by Cox Automotive, consumers are looking for content including:

- **71% – Research** car pricing
- **68% – Find** actual vehicles listed **for sale**
- **64% – Compare** different **models**
- **63% – Find out** what current car is **worth**
- **46% – Locate a dealer** or get dealer info

# TYPES OF CONTENT TO DRIVE CONVERSIONS

**PHOTOS:** Ten photos on a Vehicle Detail Page (VDP) can increase page views by 142% and increase dealer contacts by 117%. The more photos displayed of each vehicle, the better the car shopper's experience. (NIADA)

**PRICES:** The top reason car buyers use online sources to shop for vehicles is to research pricing. (IHS/Polk)

**VIDEOS:** 25% of all new shoppers spend one hour or more watching videos while researching cars, 49% of shoppers visited a dealership after watching an online video, and 72% of auto purchases indicate that YouTube influenced purchasing by providing "in-action" videos of vehicles that shoppers were considering. (Millward Brown/Google)

**SERVICE DEPARTMENT DETAILS:** 83% of consumers are likely to look online for vehicle service and repair information, making it extremely important to market your services service department specials and services online. (C+R Research)

**REVIEWS:** 70% of Gen Y shoppers trusts car reviews on independent websites while only 53% trust manufacturer websites and 40% trust salespeople at the dealership. With reviews on dealership websites – both on vehicle pages and service pages – online shoppers validate dealers' quality and service levels. (Deloitte)

**SOCIAL MEDIA:** 33.5% of recent car buyers find social networks equally as helpful as dealership websites. Engage your customers and prospects via your social networks. (Automotive News)
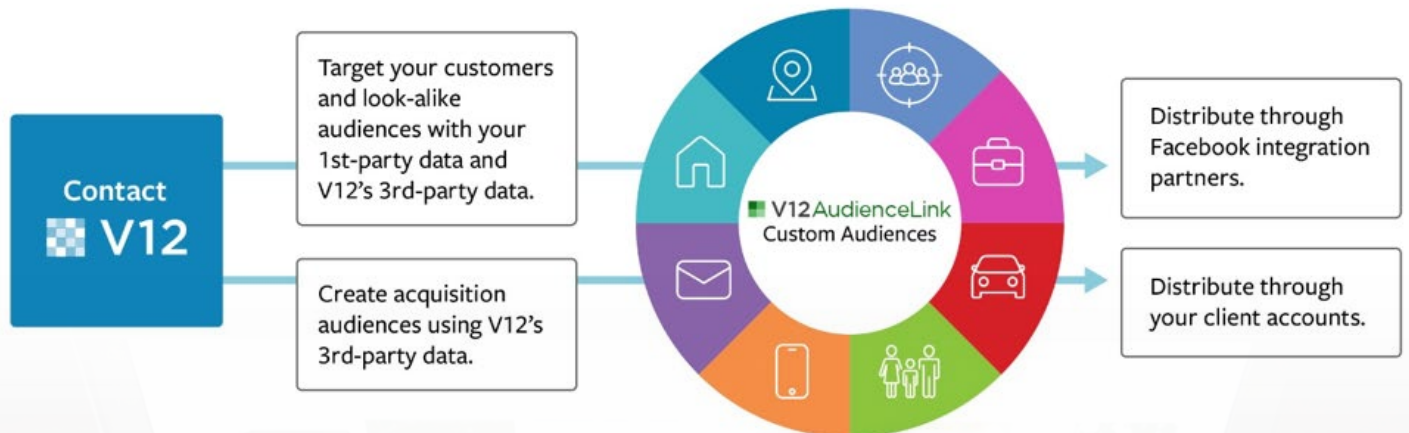
Additionally, according to an Automotive Social Media Study by Digital Air Strike, 32% of car buyers have seen Facebook ads and 16% have clicked on them.

# V12 AUDIENCELINK FOR FACEBOOK

V12 offers a custom audience solution for Facebook called V12 AudienceLink, an industry-leading third-party data set with 100% opt-in emails.

## HOW THE PROCESS WORKS

- V12 will work with you to understand your campaign objectives and help you determine the best strategy to meet your needs.
- Based on your campaign goals, you may choose to reach your current customers using your internal customer data or create an acquisition campaign using V12's third party data assets.
- Once we build your custom audiences, you may distribute to Facebook through your client account or approved Facebook integration partners.

Contact V12

Target your customers and look-alike audiences with your 1st-party data and V12's 3rd-party data.

Create acquisition audiences using V12's 3rd-party data.

V12 AudienceLink Custom Audiences

Distribute through Facebook integration partners.

Distribute through your client accounts.

**HIGH CONVERSIONS AND ENGAGEMENT:** Clients using **V12 AudienceLink** for **Facebook campaigns have experienced a 3x increase in sales conversions and a 20% increase in engagement.**

# TARGET ACQUISITION AUDIENCES

Based upon your best customer profile, we will create a look-alike acquisition audience using V12 AudienceLink's industry-leading third-party data sets.  Using AI and machine learning algorithms, we combine over 1,000+ attributes to create a highly custom audience for rapid deployment.

## OUR DATA ASSETS INCLUDE:

- **V12AutoId:** Industry leading VIN with data on over 215+ million consumers and 186+ million VINS with linkage at the household and garage level.

- **V12 ConsumerLink:** Proprietary consumer data source on 215+ million consumer contacts with full address and demographics, including 16 PYCO personality segments, and Consumer Packaged Goods (CPG) data.

- **V12 Email:** Largest email database in the industry with over 200 million emails.

- **V12 Mover:** Comprehensive mover database enhanced with demographics to target consumers at all stages of the move including pre-movers, premovers with a home under contract, and new movers.

- **V12 Signals:** Reach in-market consumers with V12's proprietary intender data solution.

- **V12 Telematch:** Industry leader for new telephone connects, forward, and reverse phone append with over 280 million records.

# **TARGET** FIRST PARTY & LOOK-ALIKE AUDIENCES

Target your first-party audiences using your internal customer list. To optimize your audience reach, V12 performs rigorous email and phone verification and append processes to ensure you have the highest quality data set to achieve a higher match rate to Facebook's member base.

In addition, we will append V12 AudienceLink to your customer database to gain deeper insights into your customers and create look-alike audiences.

You may enhance your audience with any number of attributes from our extensive database including demographic, behavioral and lifestyle selects such as age, income, interests, personality data, in-purchase indicators, vehicle information and more.

# CONSIDERATION

During this stage, consumers have narrowed down their search. They have plenty of information on what they are looking for including price points, important features, and which dealerships they are considering.

Just as importantly, dealerships have also collected information about prospects. A consumer may have called to ask for information, which provided name and phone number, or completed a web form, which provided an email address.

Using this information, auto marketers can send an email blast announcing the latest deal or make a phone call to set an appointment. However, every other dealer is more than likely doing the same thing. **It's not simply who shouts the loudest; it's who makes the best offer.** A highly personalized offer based on targeted data insights can quickly cut through the clutter and make a real impression.

# DECISION

In this last stage of the buyer's journey, the consumer has chosen a dealership to try and make a deal. Of course, the work is far from over. **During this crucial period, dealerships must continue to reach out with highly personalized messages based on all the information they have gathered about their prospects**. Focus on building trust and providing a seamless buying experience.

When it comes to how to influence consumer behavior, every single step in the consumer decision-making process plays an important role.
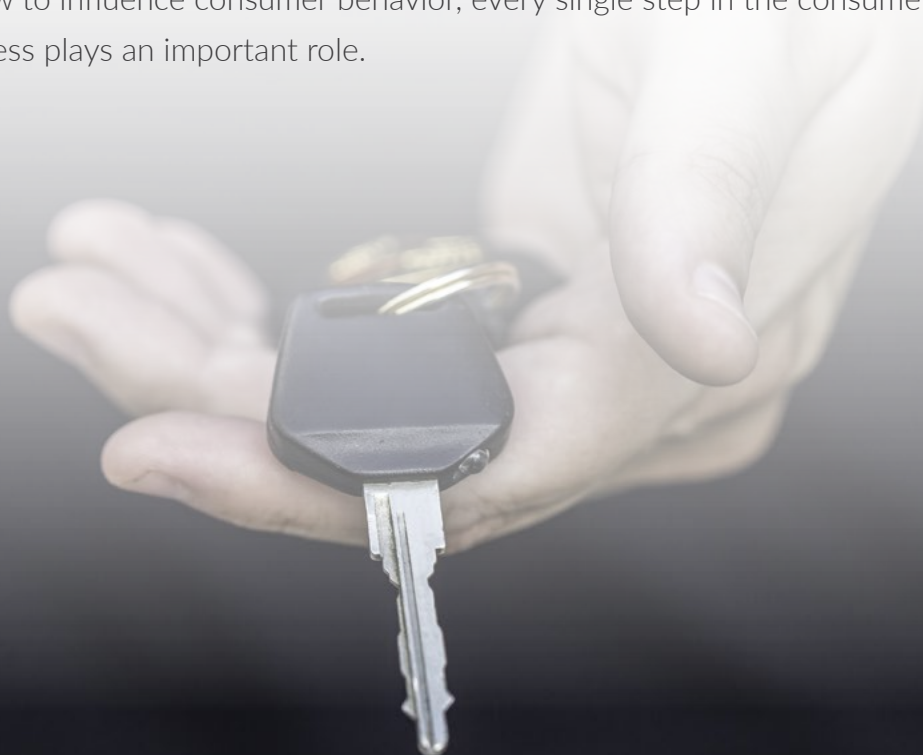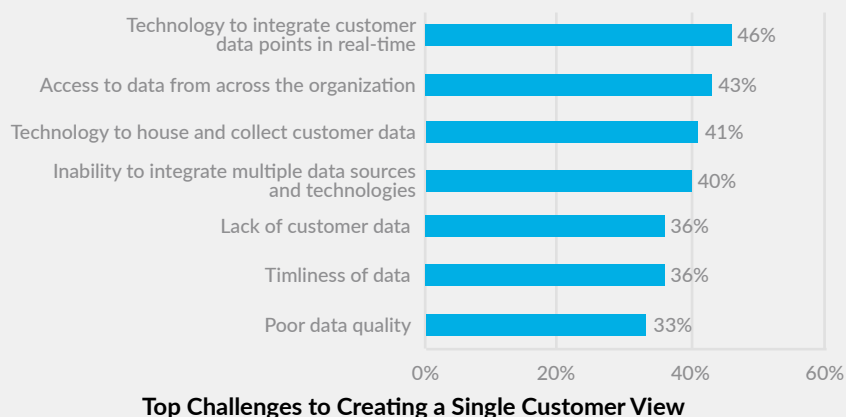
# MARKETING CHALLENGES ALONG THE PATH TO PURCHASE

As we've established, acquiring and conquesting new customers is largely dependent on data and personalization. However, many marketers are faced with challenges when it comes to collecting and integrating so much data.

The data management space can be confusing as marketers grapple with making sense of data. Insufficient data analysis, poor data integration capabilities and the ability to access the right customer data are often cited as major challenges to developing a cohesive customer view.

Customer data platforms have recently gained massive interest due to their agile nature in being able to quickly integrate numerous data points to create a unified and persistent customer ID.  Data management systems are not new, however previous solutions were cumbersome and often required a massive undertaking by IT of both time and resources.  A customer data platform on the other hand offers speed, nimbleness and is owned and operated by marketers.

CDPs are still an emerging category, and vendors have built in different capabilities into their platforms. At their core, all CDPs offer a way to integrate data into a persistent consumer ID.  Beyond this, only some customer data platforms offer a way to manage customer experiences through journey management.

**Technology is the biggest barrier to a single customer view.**

| Challenge | % |
|---|---|
| Technology to integrate customer data points in real-time | 46% |
| Access to data from across the organization | 43% |
| Technology to house and collect customer data | 41% |
| Inability to integrate multiple data sources and technologies | 40% |
| Lack of customer data | 36% |
| Timliness of data | 36% |
| Poor data quality | 33% |

**Top Challenges to Creating a Single Customer View**

Source: Experian, The Digital Marketer, 2016

Other platforms only offer analytic capabilities and machine learning processes in order to optimize marketing messaging and prioritize high performing customer segments. A customer data platform should do each of these tasks.

 The V12 Customer Data Platform, V12 Velocity offers each of these capabilities in addition to the ability to integrate V12's broad range of third-party data sets directly into the system for deeper customer insights and more personalized customer experiences.

# V12 VELOCITY FOR AUTOMOTIVE
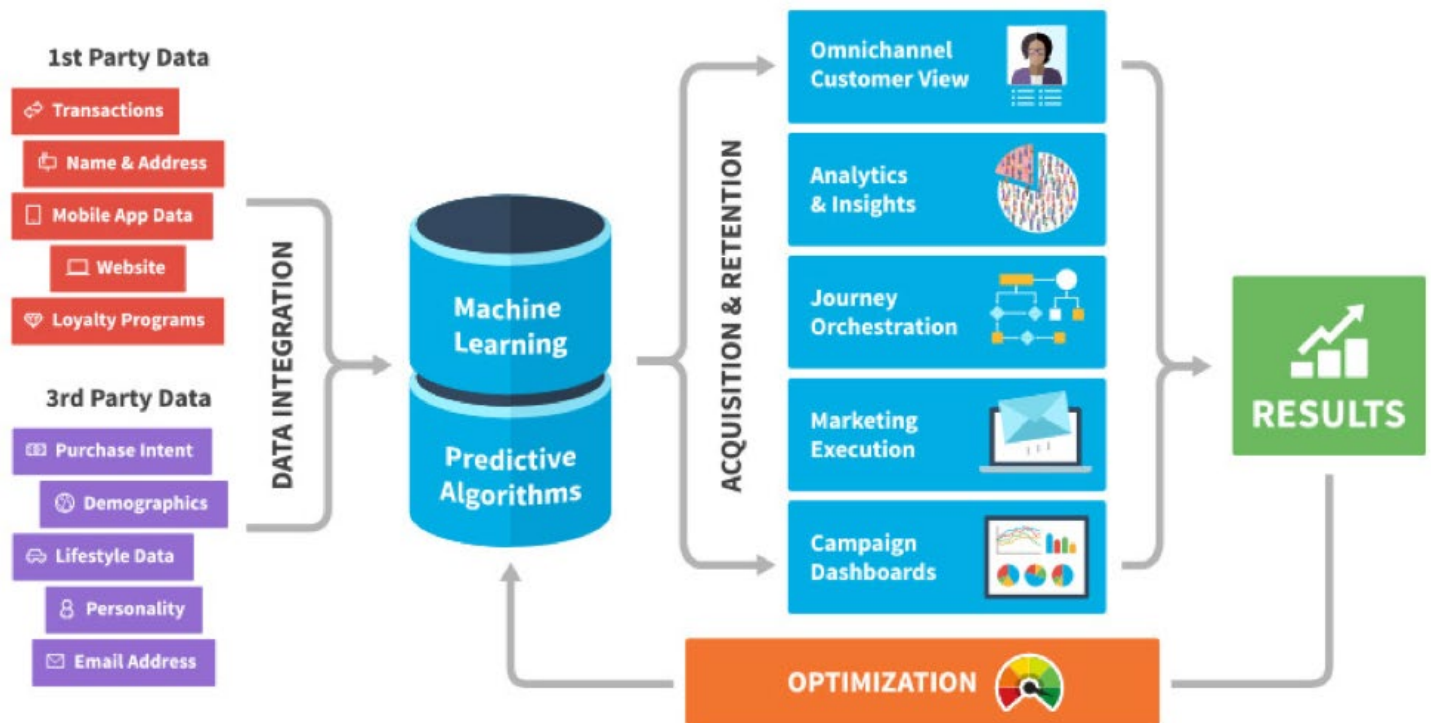


## ALL-IN-ONE CDP SOLUTION:

- Full platform access
- Data hygiene
- Name & address standardization
- Acquisition data
- Automotive Intender Database
- Automated email deployments via journey orchestration
- Multi-channel integration (SMS, Direct Mail, Ecommerce)
- Implementation
- Marketing creatives and execution including email, direct mail, Facebook and display
- Marketing partner consultancy to ensure your effectiveness

## ALL-IN-ONE CDP SOLUTION:

- Quick start module, up and running in less than 2 weeks
- Your customer data used for suppression & profiling purposes
- Web behavior capture for ecommerce sites
- Acquisition data
- Automotive Intender Database
- Automated email deployments via journey orchestration
- Implementation
- Marketing creatives and execution including email, direct mail, Facebook and display
- In-depth reporting and dashboards

# AUTOMATE CUSTOMER JOURNEYS

Another huge advantage of Customer Data Platforms is the ability to automate journeys. A customer journey map is a visual representation of every experience your customers have with you. It helps to tell the story of a customer's experience with your brand from original engagement to final purchase and beyond.

## TYPE OF JOURNEYS INCLUDE:

- **Engagement/Brand Awareness:** Welcome, Birthday, Re-Engagement, Engaged Non-Buyers, Profile Updates
- **Cross-sell/Upsell:** Abandoned Cart, Abandoned Browser, Next Best Offer, First Order
- **Acquisition:** Signals intenders, Competition Conquests, Top Tier Look-alikes, Life Event
- **Nurture/Purchase Oriented:** Nurture, Renewal Reminder, Loyalty, VIP, Thanks for Purchase

*Customer Journey Example*
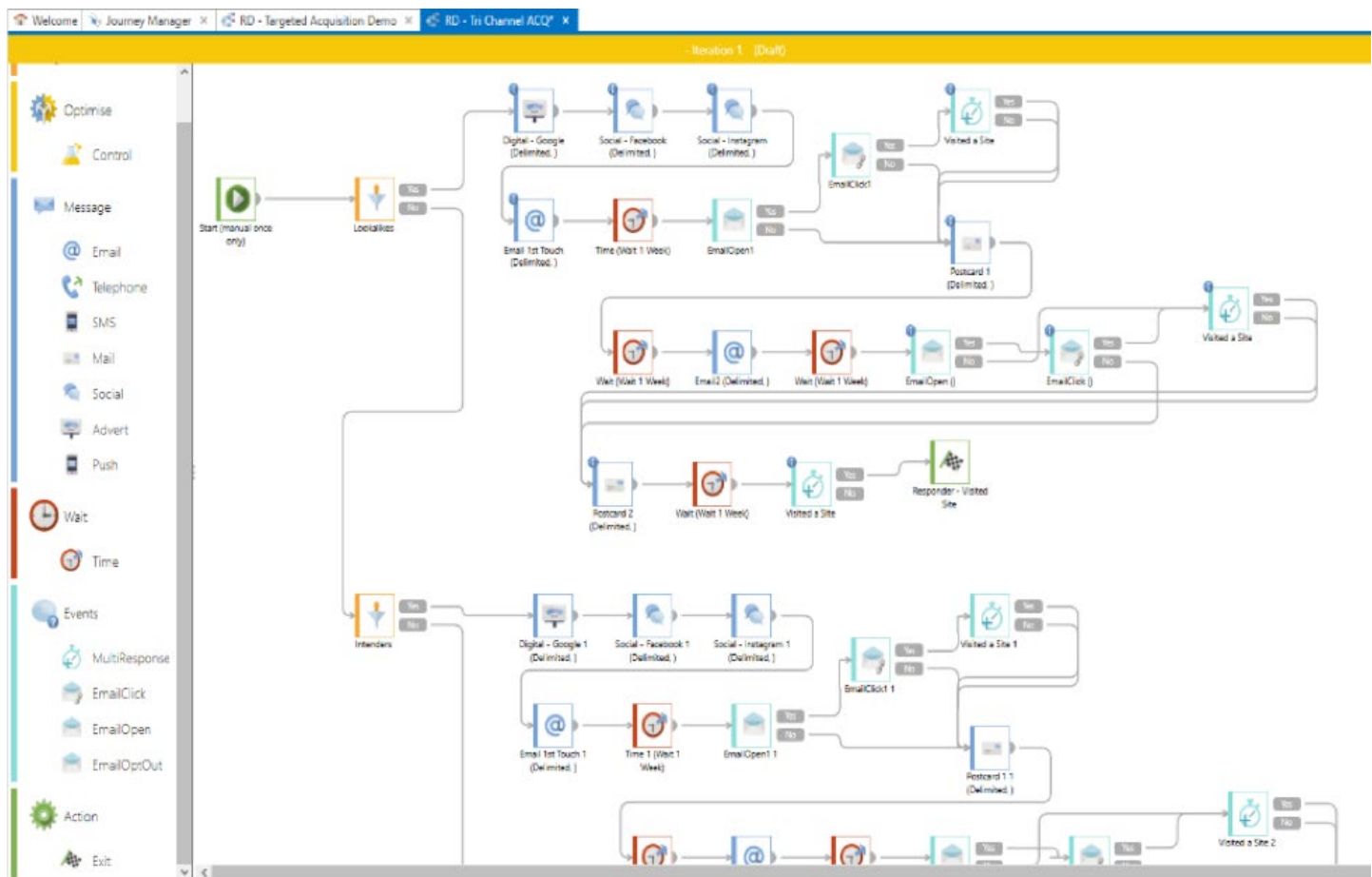
# CUSTOMER EXPERIENCE THE ULTIMATE DECIDING FACTOR

Numerous factors contribute to overall customer experience, but **it generally comes down to whether or not a consumer feels valued and treated fairly.** This is imperative, because research shows that when choosing between dealerships, consumers don't always purchase on price alone. Price is always a factor, however according to J.D. Power, 74% of car buyers will drive 20 miles or more to receive what they perceive to be a great dealership experience.

Car manufacturers and dealers have historically focused on product quality and the driving experience to acquire new customers and encourage brand loyalty. But as technology allows for dramatically improved product quality across the board, these factors are losing value as a key brand differentiator.

**Consumer experience is key to closing the deal and creating a lasting customer relationship.** Consumers place high value on personalization and are looking for businesses to interact with them on a one-to-one basis. In fact, consumers highly engaged in a dealership's digital property (their website, email communications, SMS text messages, mobile app, Facebook page, etc.) are six times more likely to make a vehicle purchase and twice as likely to have their vehicle serviced there.

For example, consumers want to schedule appointments online, access paperwork, and receive immediate responses to their inquiries. If you don't meet these expectations, your prospects are more than likely going to find a dealership that can deliver.

Connecting to online consumers to deliver superior experiences is no longer an option, but a matter of competitive survival. **Power has shifted to today's consumers, and manufacturers and dealerships can no longer compete on product quality alone.** A truly exceptional customer experience has the potential to win new customers every time.

# CONCLUSION

Today's auto consumers are savvier, research across multiple channels and expect a great customer experience. To gain the competitive advantage, **the automotive industry must combine rich data sets with technology and analytics to boost customer acquisition and retention, as well as build greater brand loyalty.**

# ABOUT V12

As a leading provider of customer acquisition and retention solutions, V12's new breed of marketing blends data, technology and analytics to drive accelerated results. Our comprehensive acquisition packages leverage industry-leading data, in-market shopping indicators, state-of-the-art analytics and end-to-end omnichannel marketing execution. Powered by our market leading Customer Data Platform solution, V12 Velocity, our easy to use solutions include a quick-start acquisition program and a full-access bundle to acquire, retain and upsell in-market shoppers. For more information, visit **www.V12Data.com**.
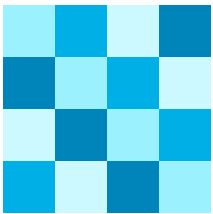
# V12

**Contact us today to learn more about our automotive marketing solutions.**
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