SUCCESS KIT

# Automotive Marketing

Uncover the Latest Automotive Marketing Trends, Strategies, and Resources

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# Intro to Data-Driven Marketing for the Auto Industry

Automotive brands that implement audience-driven marketing in their overall strategies will reap the rewards of improved customer acquisition and retention, enhanced customer experiences, and higher revenue.

Today's consumers expect relevant messages delivered across the channels they prefer and at the time they choose. And when brands fail to deliver, customers are annoyed and often even driven away. To deliver this type of hyper-targeted marketing, a data-driven approach is the essential ingredient for success.

## Data-Driven Marketing Begins with a 360-View of Your Audience

Data today is bigger and more pervasive than ever before, and the automotive industry can no longer rely on internal data alone. Info that is sitting in CRM systems, billing, shipping databases, or customer service centers is a great starting point, but to step up your competitive advantage, you need to have a 360 view of your customers.

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Check out our recommended audience categories for targeting your ideal customers. -->

# Recommended Audience Categories for Targeting Car Shoppers

## Demographic

- Teenage drivers (may purchase a first car) or new baby (may need a larger vehicle)

- Lifestyle attributes such as an interest in the outdoors (hybrids or four-wheel drive) can take targeted marketing to the next step

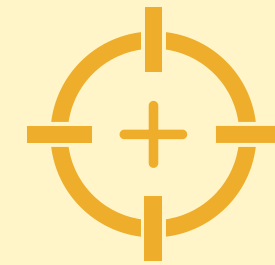- Income, marital status, occupation, hobbies, lifestyle, and age

## Specialized Auto

- Make, Model, and Year as derived directly from VINs

- Engine size, fuel type, drive train, engine block, and engine cylinders

- Response performance indicator models to let you know who your best prospects are

## In-Market Model

- Target consumers who may be ready to purchase a car within the next several months

- PGM's in-market model can Identify consumers 4.2X more likely to purchase a vehicle within a 90-day time frame

## Follow the Car

- Identify cars that your dealership sold or performed regular service on after they are sold to a new owner, so you can contact the new owner with service offers

## DID YOU KNOW?

### You can reach car shoppers based on your ideal criteria.

Access VIN information for all 50 states, including privacy states, with zero marketing restrictions.

**On all records**

- Name
- Address
- Make
- Model
- Year

**Additional Insights**

- In-market intent
- Online browsing insights
- In the market for a new vehicle
- Consumer demographics
- Segmented wealth modeling
- Email address

**Learn More**

Explore data quality solutions --->

# Protecting Your Data Quality

**Did you know that U.S. businesses lose $3.1 trillion annually because of poor data quality? – IBM.**

Don't let duplicate records, incorrect or outdated customer data affect your efficiency and performance.

## Strategies for Cleaning Up Your Customer Database

- Integrate data across channels for a comprehensive customer view

- Organize data by household, individual, or account

- Standardize name, address, and product information

- Email, phone, and postal address validation and append

- Merge/purge data processing - Identify and validate email addresses, confirm the email exists on a reliable domain and if the inbox accepts incoming mail, remove invalid emails, invalid domains, and known hard bounces

- Postal hygiene including NCOA, CASS, PCOA, DPV Validation, Deceased Suppression, and Geocoding

- Data append including contact info, demographics, behavioral insights, lifestyle, and more

**Get Your Customer Data Profile Analysis**

**Explore the latest automotive trends and resources.-->**

# 2025 will be the **best year** for the market since 2019.

Cox Automotive

## Automotive Marketing Trends & Resources

**New-vehicle sales projected to reach 16.3 million units, a modest increase from 2024.**

The used-vehicle market is also expected to grow, with used retail sales likely reaching 20.1 million units, marking the strongest performance for used vehicles since 2021, the best year on record.

**The trends are promising**, despite the slow growth rate.

# 2025 Automotive Marketing Trends

Explore the trends shaping how dealerships and car manufacturers connect with consumers, including the importance of hyper-personalization, first-party data, video advertising, and more.

**Read the Article**

test drive near me

# What Factors are Influencing Car Shopping in 2025?

The car-buying journey starts online, with 92% of shoppers researching online before stepping into a dealership. Whether driven by necessity or desire, consumers are balancing quality, budget, performance, features, and brand reputation when selecting their next vehicle.

### Quality & Reliability
58% of shoppers prioritize durability, safety ratings, and manufacturer reputation.

### Brand Loyalty & Trust
Some shoppers stick with familiar brands, while others explore new options.

### Budget Considerations
Beyond the sticker price, financing, insurance, and maintenance impact decisions.

### Must-Have Features
Safety tech, fuel efficiency, and in-car connectivity are top priorities.

**Read the Article**

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# Dealership Marketing Strategies to Reach Online Car Shoppers

Car shoppers spend an average of nearly 14 hours online during their search. Reach them by implementing these practical marketing elements into your strategy:

- **Data-Driven Marketing:** 64% of marketing executives "strongly agree" that data-driven marketing is crucial in today's landscape.

- **Video Content:** Watch time of "test drive" videos on YouTube has grown by more than 65% in the past 2 years.

- **Social Media Advertising:** Enhance engagement on platforms like Instagram and Facebook through reels, images, UGC, and collaborations with other brands or influencers.

- **PPC Advertising:** Utilize PPC advertising with geo-targeting and a strong keyword strategy to appear at the top of search engine results.

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Case Studies -->

# Customer Identification and Acquisition for Automotive Dealership

## Challenges

- Stores were underperforming sales goals
- Attribution was difficult to track on purchased leads
- Needed a better way to identify and bring in-market shoppers to their lots within the purchase window
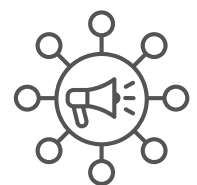
## Solutions

Implemented Signals to identify hundreds of in-market car shoppers on competitor lots within a 20 mile radius.

Identified new prospects using PGM's industry's leading VIN with insights on over 215+ million consumers and 190 million VINs with linkage at the household and garage level.

Activated a multi-touch marketing program that targeted in-market competitive shoppers. Direct mail and email campaigns were deployed with an offer to entice shoppers to on-site locations.

## Proven Results

✓ Sales conversion of **up to 6% and 200:1+ ROI** at intended dealers

✓ **19% sales conversion** of the total audience

✓ Multiple lot visitors convert at a **72% higher rate** than single lot visitor

# Custom Audience Creation for Regional Tire Retailer

## Challenges

- Reaching highly targeted in-market prospects who will value and prioritize the personal touch of an independent dealer vs. a big box store
- Choosing marketing channels and strategies that will appeal to those prospects

## Solutions

Identified in-market tire shoppers on their browsing behavior, new movers who recently moved to the client's marketing area, and households with new teen drivers and other relevant life triggers.

Applied PGM's proprietary "In-Market Tires" model to identify additional prospects who will be in-market - before they start shopping

Deployed targeted marketing campaigns on email, direct mail, and social advertising.

## Proven Results

In matching the VINs and Individual-level contact information, the client was able to calculate ROI with unprecedented precision.

- **Directly linked sales transactions back to prospects targeted**
- **Calculated a clear picture of the impact on the client's bottom line**
- **Created a dashboard to view real sales connected to marketing campaign**

✓ **ROI was 3.3x ($3.30 incremental gross profit for every $1 spent on micro-targeted digital lead generation**

✓ **50%+ of pilot gross profit came from new customers**

# Explore Our Automotive Audiences

**Auto Shopper**
In-market for a vehicle.

**Used Vehicle**
In-market for a USED vehicle.

**Brand of Automobile**
Shoppers looking for a certain manufacturer, such as Chevrolet, Dodge, Ford, Honda, Jeep, Nissan or Toyota.

**Luxury Automobile**
Households who are likely to shop and purchase luxury vehicles.

**Non-Luxury Shoppers**
Households who are NOT-likely to shop and purchase luxury vehicles.

**In-Market for Car Type**
People in search of a certain type of car, such as a car, truck, SUV or van.

**Size of Vehicle**
Shoppers looking for a certain size car, such as small and compact versus mid-size.

**Life Event Triggers**
Find households with a new driver, high-school or college graduate, or those who are growing their family.

**Credit Scores**
Find households within certain credit ranges, most-likely to obtain certain finance offers.

**Download the Auto Audiences Catalog**

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# Interested in learning how our automotive data & marketing solutions can work for you?

Leverage our industry-leading automotive marketing database to target millions of vehicle owners across channels, with linkage at the household and garage level. Available data includes vehicle make, model and year, engine size, fuel type, and more.

**Contact Us**

## PGM
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PGM Solutions is a leading provider of comprehensive audience, activation, and attribution solutions designed to create a competitive edge in today's evolving landscape. With a deep history and expertise in first-party data management and audience creation, PGM specializes in movers, homebuyers, and property insights, along with providing consumer segments, shopping intent, and automotive audiences.