



Vehicle Purchase Path Cross-Shopping Analysis

Google/Compete/ Polk

U.S., July 2012

Overview and Methodology

Overview

This study quantifies new vehicle purchasers' use of different types of queries within the 6 months prior to purchase to better understand how vehicle shoppers approach the research process.

Methodology

Compete matched clickstream behavior from its panel of 2 million online consumers to Polk new vehicle registration data from January 2010 through December 2010. Compete used this dataset to quantify the following:

- Share of vehicle purchasers' searches by keyword type (e.g. brand purchased, competitor brands, 3rd party site, segment terms, etc.)
- Most common search query patterns prior to purchase by vehicle brand, focusing on first query, last query, and overall query volume distribution across keyword types

Search activity was measured during the 6-months prior to purchase (date of Polk registration)

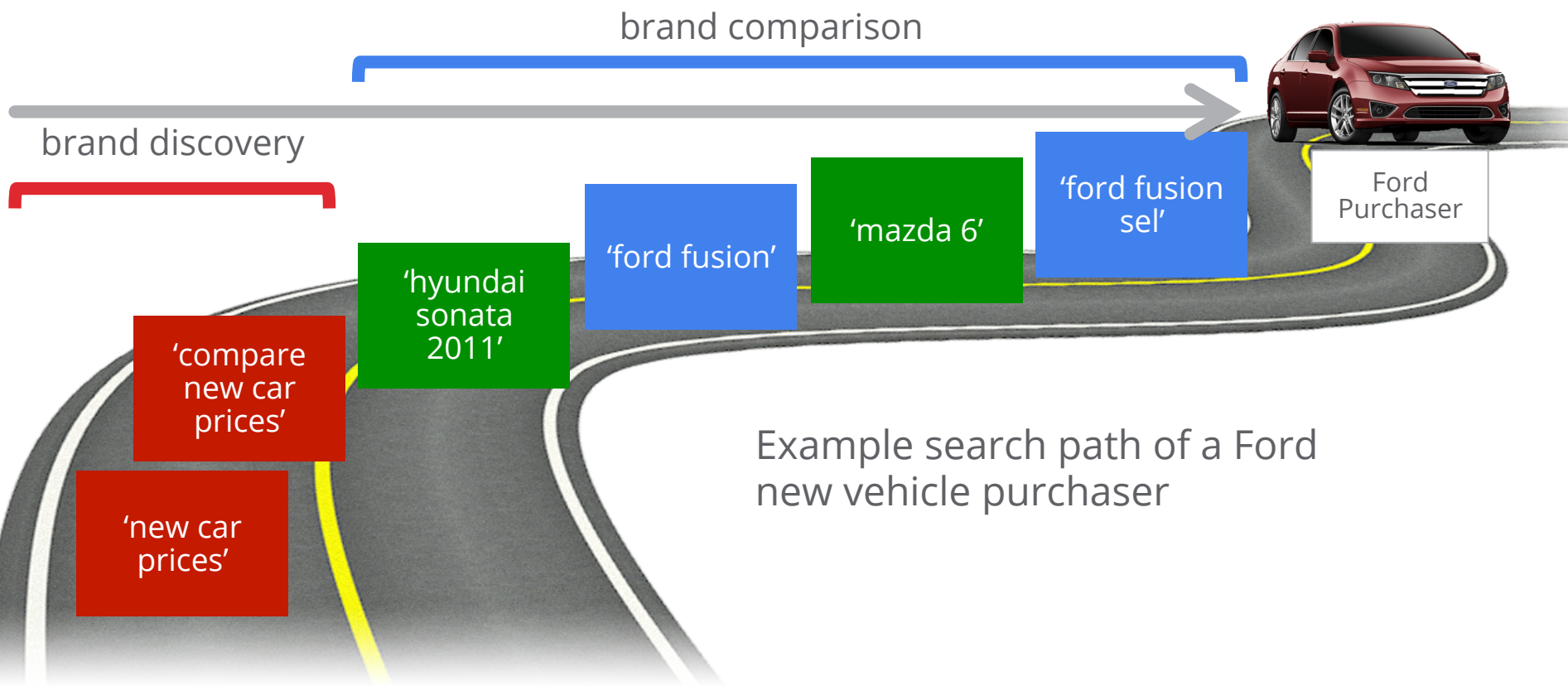
Executive Summary

Shopper path insights, from in-market entry to purchase

- 1 Shoppers enter the market with an initial consideration set, and an open mind:** 37% start with a non-branded term and 43% of shoppers switch from their first brand searched to the brand they ultimately purchase.
- 2 Vehicle research involves heavy cross shopping:** A third of vehicle research involves competitors to the brand ultimately purchased.
- 3 Shoppers compare to the very end:** While most (35%) of purchasers' final searches involve the brand they buy, 33% last search for a competitive brand and 32% last search for a non-branded term.

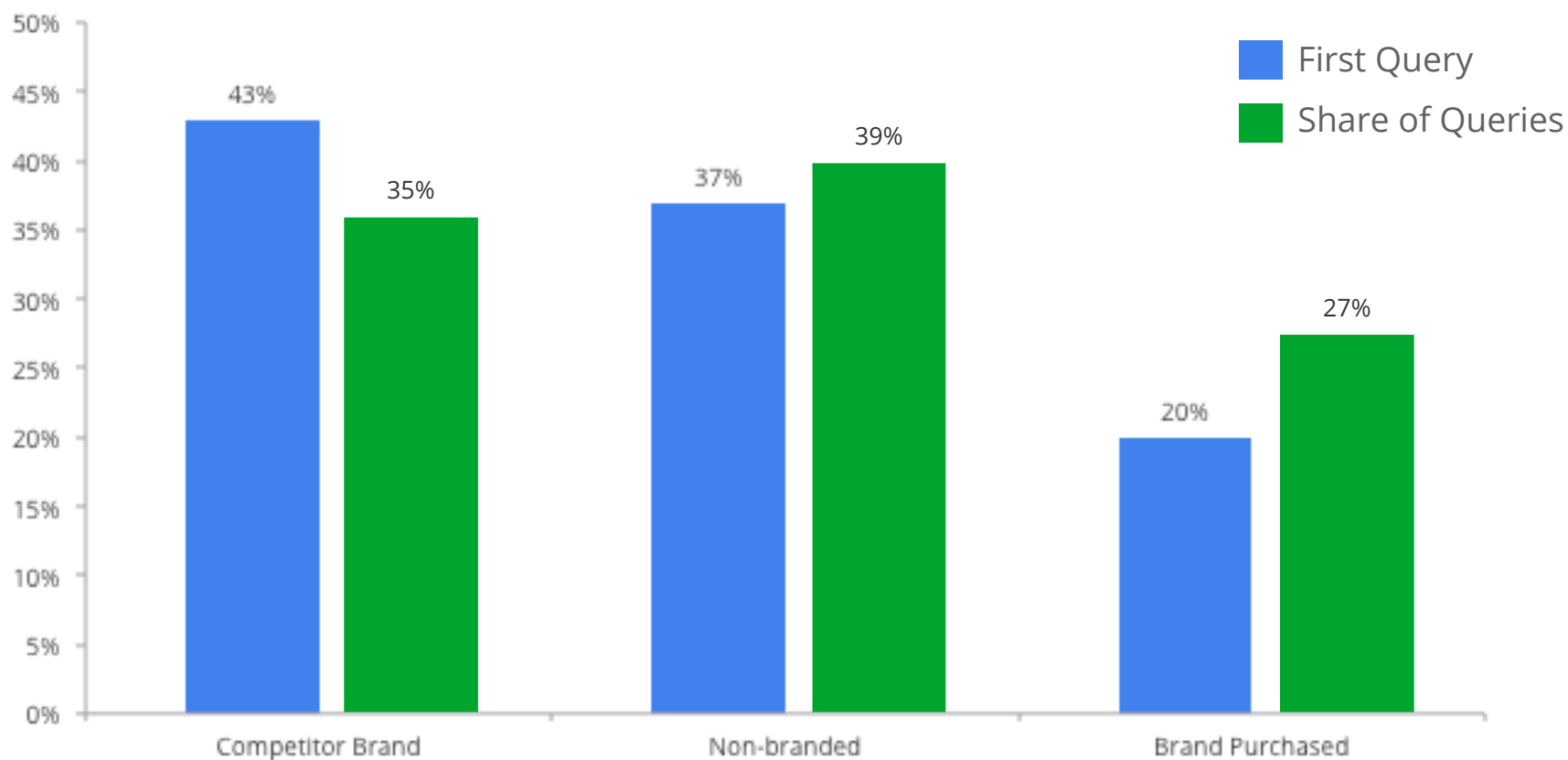
Uncovering shopper behavior through search

Search path 6 months prior to purchase



Just 20% of vehicle purchasers start with the brand they ultimately buy

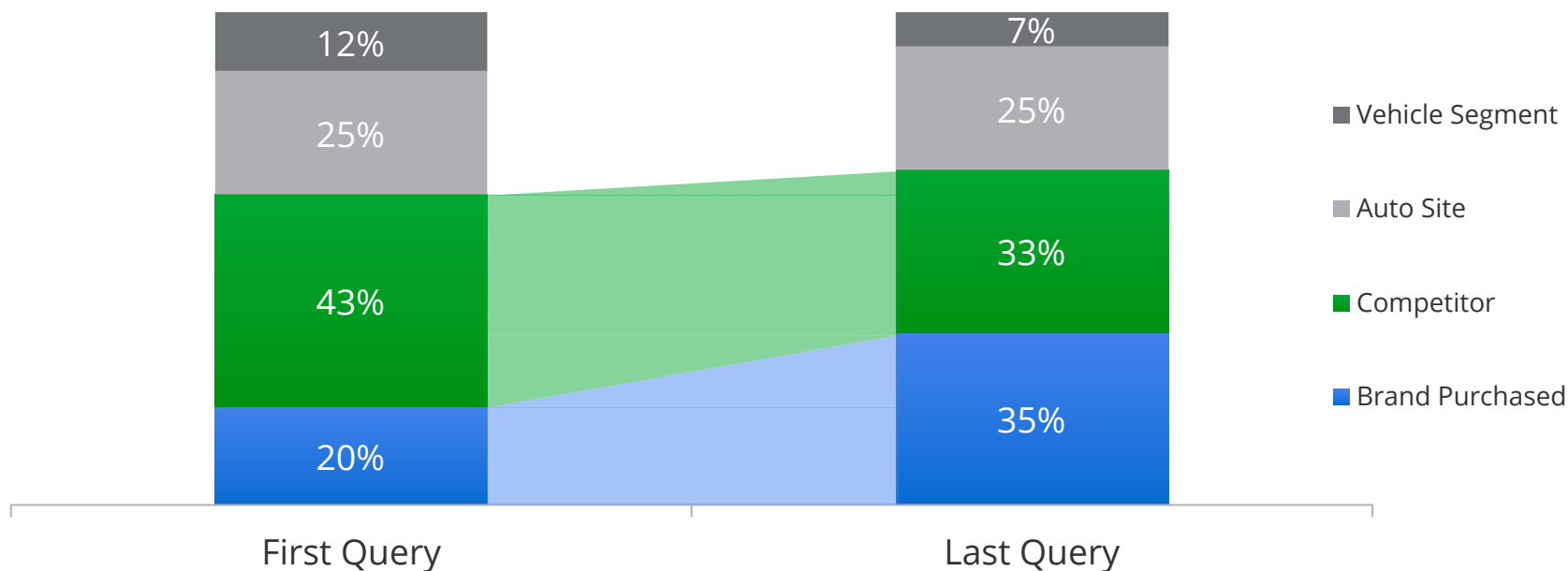
73% of in-market search volume deals with cross-shopping



Early research involves competitor brands

The brand ultimately purchased is more likely to emerge at the end

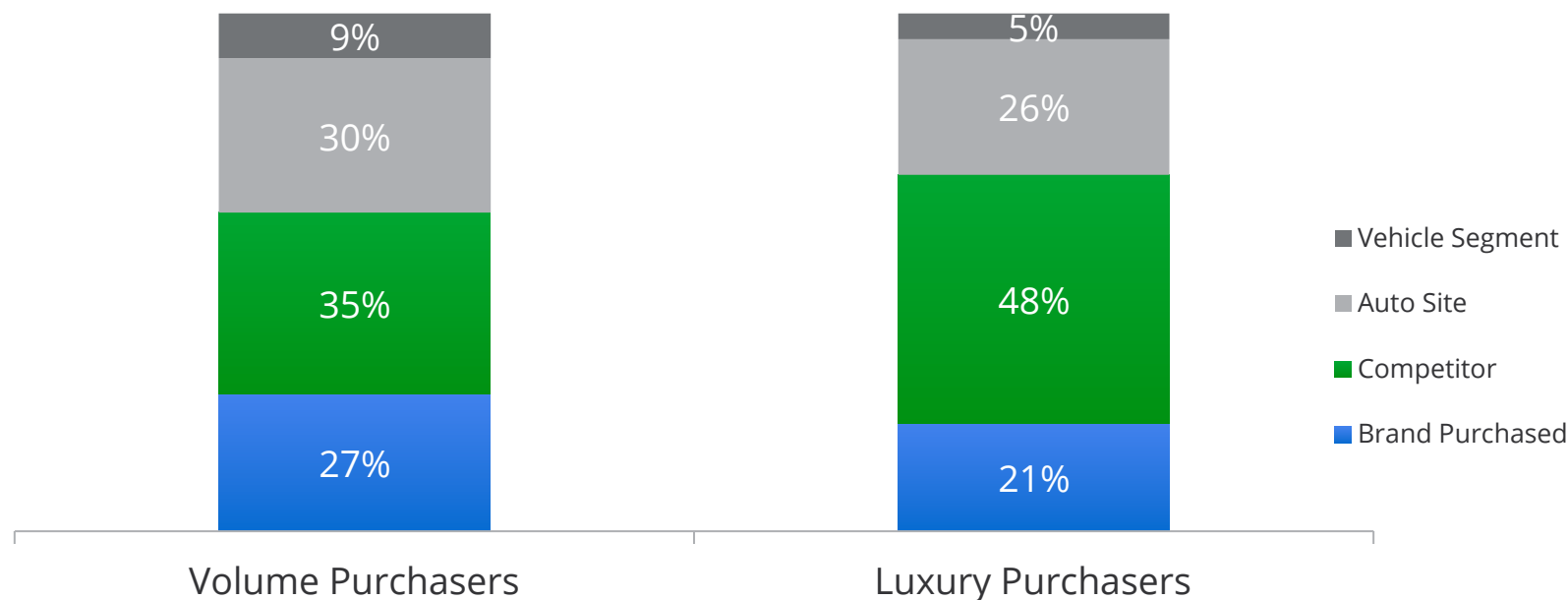
Distribution of Vehicle Purchasers' Search Queries by Term Type



Luxury vehicle buyers are even heavier cross-shoppers

69% of luxury search volume involves comparing competitors to the brand ultimately purchased

Distribution of Vehicle Purchasers' Search Queries by Term Type



Discussion Points

From insight to action

Insight

Discussion

1

Shoppers enter the market with an initial consideration set, but an open mind

- What is your *in-market* branding strategy?
- Is your brand discoverable as shoppers research?

2

Vehicle research involves heavy cross shopping

- Across the web, do you introduce shoppers to your brand as they explore a vehicle segment?
- Do both your mobile and desktop experiences promote your competitive advantages?

3

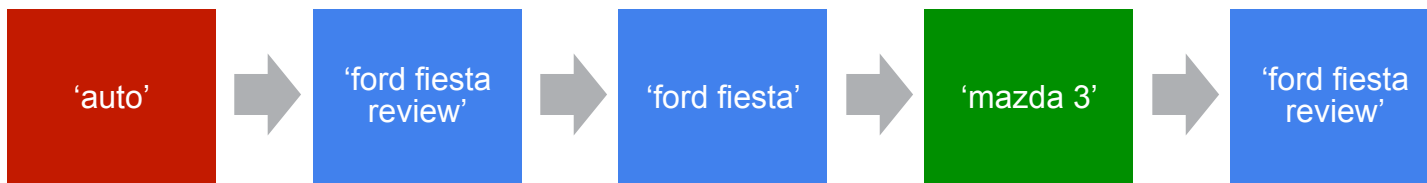
Shoppers compare to the very end

- Do your dealers reinforce favorable brand comparison to help win the end game?

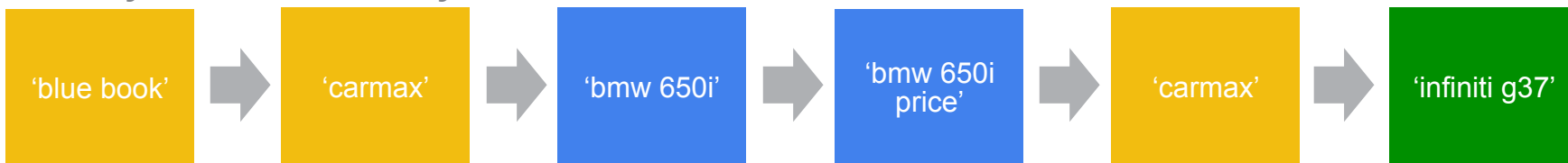
Query Path Detail

Example Query Paths

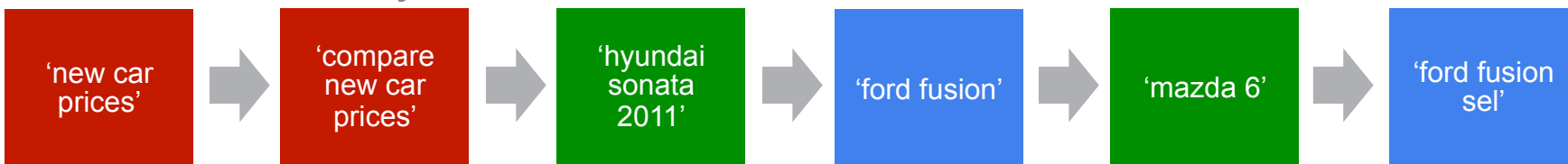
Volume Purchaser Query Path:



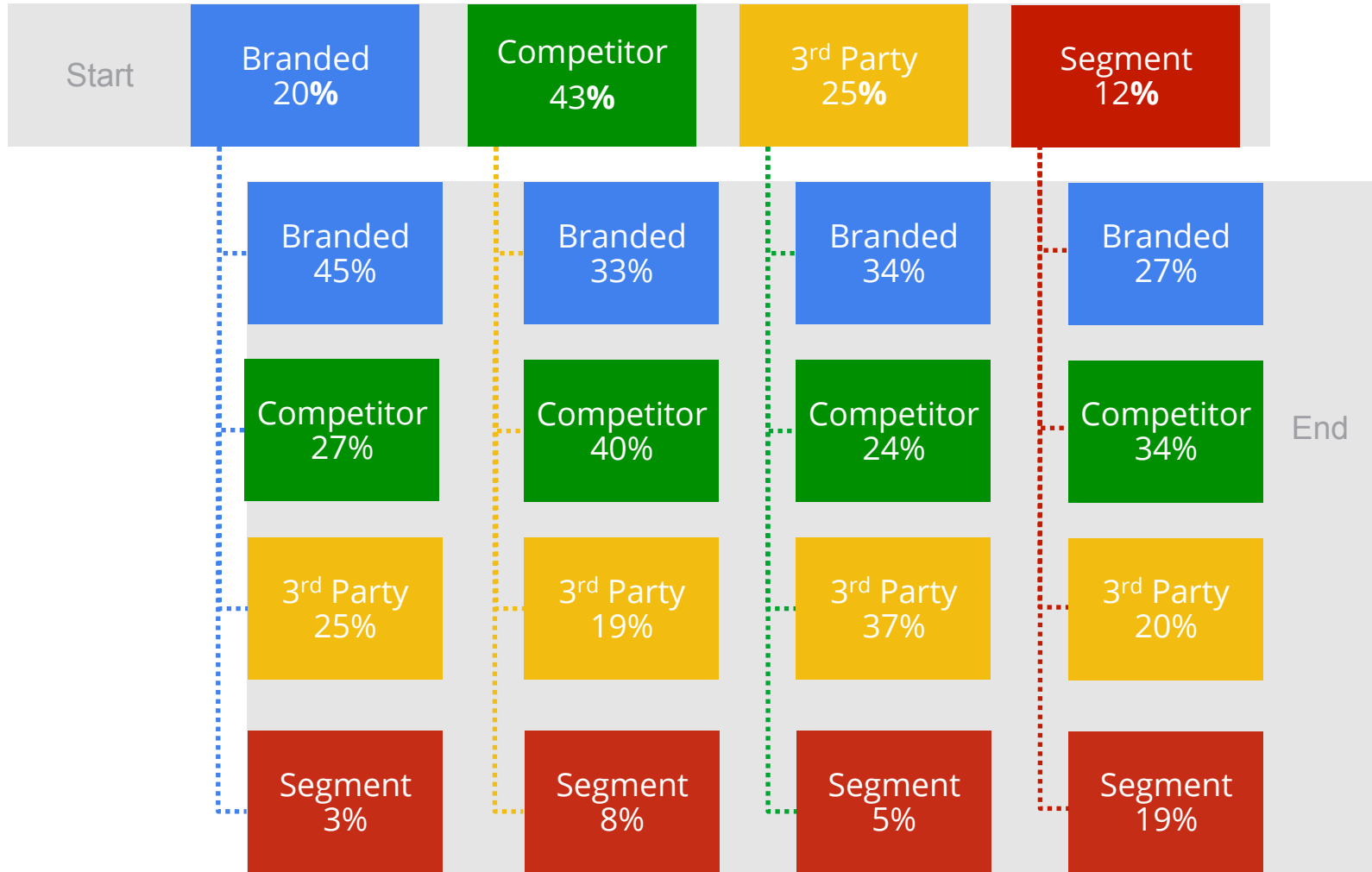
Luxury Purchaser Query Path:



Ford Purchaser Query Path:

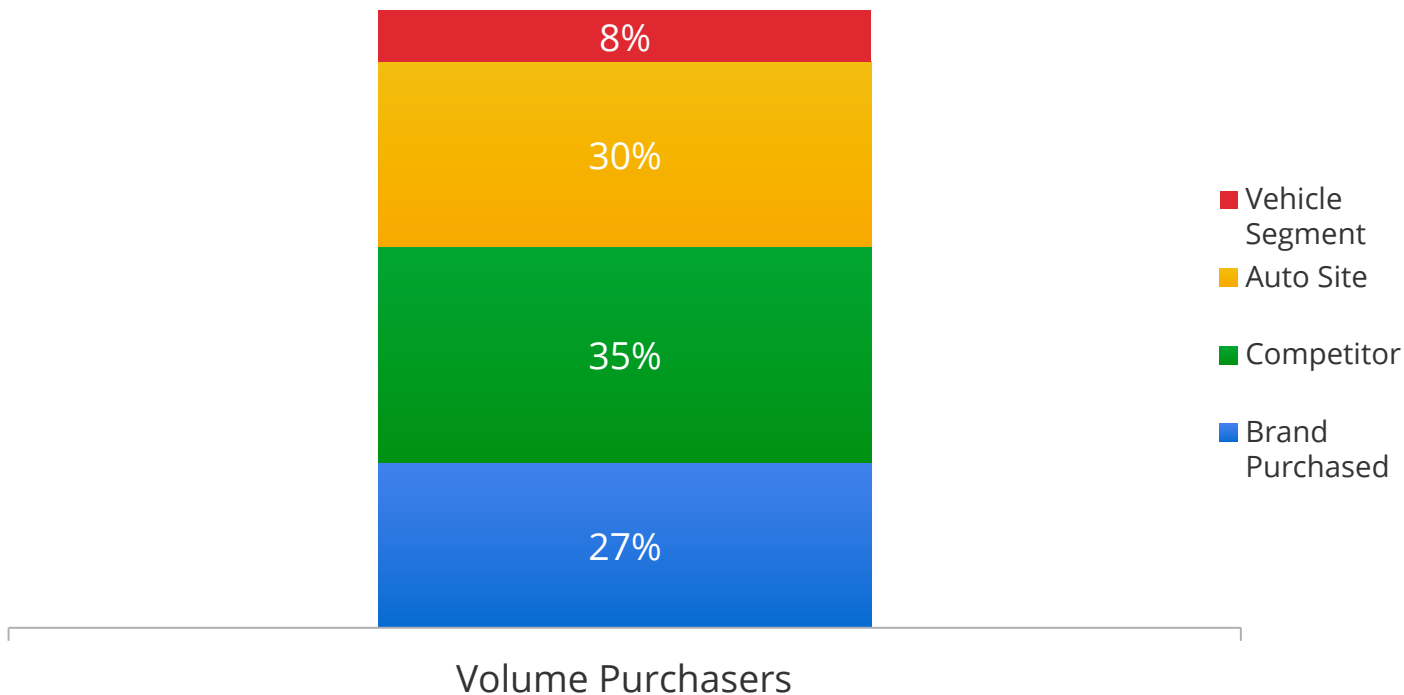


Query Path Breakout: Volume Purchasers



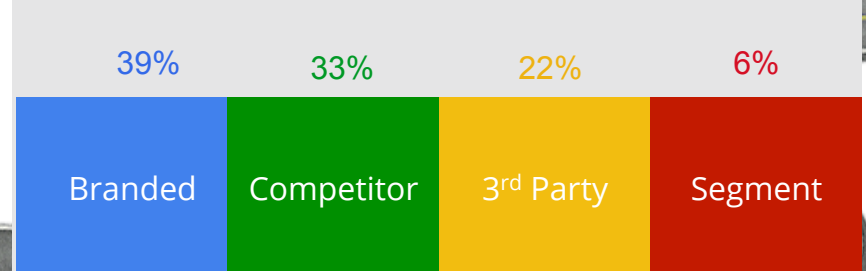
Query Share by Term Type: Volume Purchasers

Share of Volume Purchaser Search Queries by Term Type

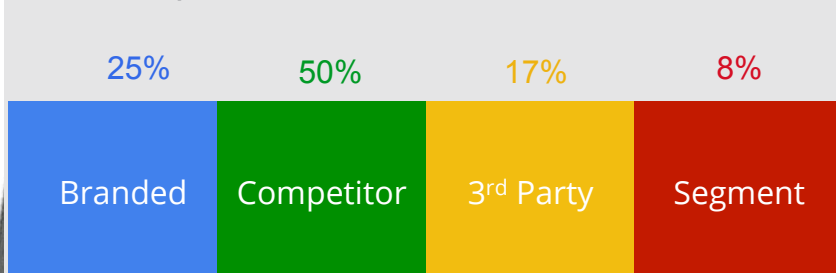


First and Last Search: Luxury Purchasers

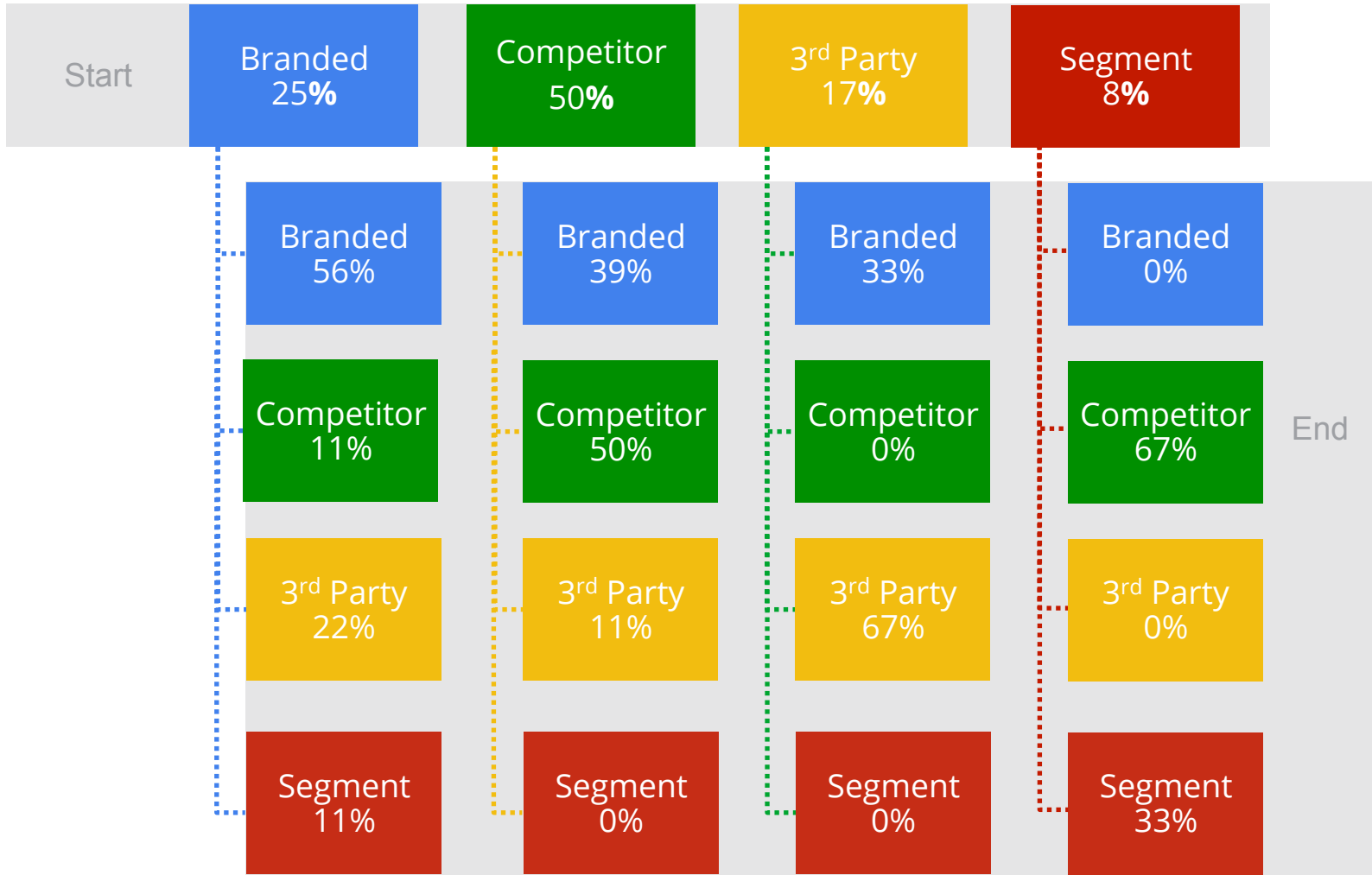
Share of purchasers that finished on:



Share of purchasers that started on:



Query Path Breakout: Luxury Purchasers



Query Share by Term Type: Luxury Purchasers

Share of Luxury Purchaser Search Queries by Term Type

