



NET CONVERSION  
EVOLVING STRATEGY  
SERIES

# The Automobile Industry

## Our customer journey approach: A short and direct path to you.

**Here's the thing. Our industry distinguishes between traditional and digital marketing, but your customers do not.**

So we use data to bridge the gap between the two and deliver a complete picture of the dynamic journey that customers take before they reach you. More importantly, we work relentlessly to shorten that customer journey and provide them with the most direct path to your doors. All while staying responsive to your needs and goals, and transparent in our costs and communications. Cause if it don't make dollars, it don't make sense.

### Why Net Conversion?

#### We know this industry.

For the past few years we've worked with the auto industry and watched it make huge strides in the digital & rental mediums. Our media analysts (who are knowledge junkies at heart) are here for it. Remaining curious and eager continue to be our driving forces, allowing us to change our strategies to match those shifts every step of the way.

#### We know consumers.

Alright, you got us. We don't 100% know every single potential consumer. That would be creepy. What we do know is that every consumer has a unique journey, so we leverage every possible data signal to create the most effective targeting strategies to reach them at the right time with the right message.



#### We know how to adapt.

We set you up for measurable success by utilizing evolving marketing strategies and data to continually innovate, measure, and improve paid media campaigns. Regardless of the challenge, your business will benefit from our innovative thinking and relentless attitude. We never settle. Why should you?

### OUR SERVICES

#### DIGITAL

- Display
- Paid Social
- Pre-Roll & Social Video
- Metasearch
- Paid Search (SEM)
- Organic Search (SEO)

#### SEO & MORE

- Local & Organic Search
- Technical SEO
- Consumer Surveys

#### INTEGRATED

- Addressable TV/ OTT
- Connected TV
- Streaming Radio
- Digital OOH

#### TRADITIONAL

- TV (Cable, National, Local, Spot)
- Out-of-Home
- Radio
- Print

#### MARKETING SCIENCE

- Media Mix Modeling
- Cross-Channel Attribution
- Causal Impact / Forecasting
- Propensity Modeling

#### DATA COLLECTION

- Data Architecture/ Taxonomy Development
- Analytics/ Platform Implementation

#### MEDIA ANALYTICS

- Dashboarding and Insights
- Bid, Budget, Audience Management
- Ongoing Media Optimization

#### DATA MANAGEMENT & BUSINESS INTELLIGENCE

- Process and Data Automation
- ETL via Conversionomics\*
- Dashboarding and Visualization

#### TESTING & PERSONALIZATION

- A/B Testing & Reporting
- One-to-one Customer Experience

*\*Conversionomics is our proprietary data aggregation and transformation software that helps us deliver actionable data & reporting at scale.*  
[conversionomics.com](http://conversionomics.com)

### OUR CLIENTS



# Automotive Vertical Trends

The once simple consumer purchase path from interest to purchasing has not only evolved but is constantly evolving. New paths are unique to each consumer – creating complexity in the automobile vertical.



Automotive consumers visit an average of 4.2 websites in their purchasing process

**95%** Over 95% of car sales start online

**68%** of buyers come back to the website after they have called, chatted, or filled out a form.

**66%** of the automotive calls generated by search engines come from paid search.

## NET CONVERSION AUTOMOTIVE INDUSTRY CASE STUDIES

### VERTICAL CLIENT

Net Conversion sought to remove friction from client’s online lead generation process to increase leads.

We identified placement opportunities to drive more traffic to the configuration page to ultimately increase car configurations on the website.

We tested the original placement of the call to action button - below the fold - with a new placement at the top of the page.

We also identified an opportunity to make the user experience more seamless by simplifying the dealership linkout page, rearranging content on the location extension pop-up window to prioritize the dealership’s address and phone number details over the dealership biography.

In both scenarios, our challenger outperformed the control beyond our expectations.



**+52% Configures**

**+34% Clicks to Dealership**

### AUTO CLIENT

Big things happen when offline and digital data signals are integrated, and that’s just what was needed to develop a more accurate profile on our client’s target consumer.

By tying our Google Analytics, DoubleClick ad server, and client’s CRM platform, we could connect the dots between web behavior, marketing channels, and offline data to gain a better understanding of the full customer lifecycle.

These integrated signals layered with customer segmentation successfully allowed us to create a 360-degree view of our client’s consumer.

We applied psychographic and demographic data to improve paid media targeting and reach more qualified consumers with a propensity to purchase.

To read more about our case studies across the automotive vertical go to: [netconversion.com](http://netconversion.com)