



**UXR**

Quantum Metric

# **Exploratory Research on Automotive Vehicle Selector**

May 18, 2023

# Canadian Tire ODP – Automotive Selector Overview

**Search Criteria:** Date Range: [March 1, 2023 – May 25, 2023]

**Objective:** Explore Quantum metric on touchpoints around the vehicle selector.

**Dataset:** Includes QM search segments used for research, Events, Top Pages metrics, Vehicle Selector metrics, and observation data on 30 QM Sessions.

## **Areas to explore:**

- Is searching the main way to find products in the auto part journey?
- Engagement metrics on the selector
- Product page views (with vehicle/tire size selected) on search, product pages and category pages
- Drop off rate within vehicle selector, last field used, etc.
- Time on Automotive pages with vehicle selected vs without
- Time it takes a user to fill out the vehicle selector
- Where and when is the vehicle selector being used (PDP, PLP, etc.)?

# Canadian Tire ODP – Automotive Selector

## Top Findings Summary:

- In the end of March, there was a surge in vehicle selector usage.
- Very few users shop without the selector.
- Winter is the most popular time a user will view a page with an automotive selector.
- The most popular way to find an automotive product is through the search query.
- The most popular ways a user will reach a vehicle selector is through a PLP, search query, or a PDP.
- Vehicle selector takes an average of 19.7 seconds to complete.
- Users tend to drop off before or after they engage with the selector, but not during. This leads us to understand completing the selector flow is not a primary issue.

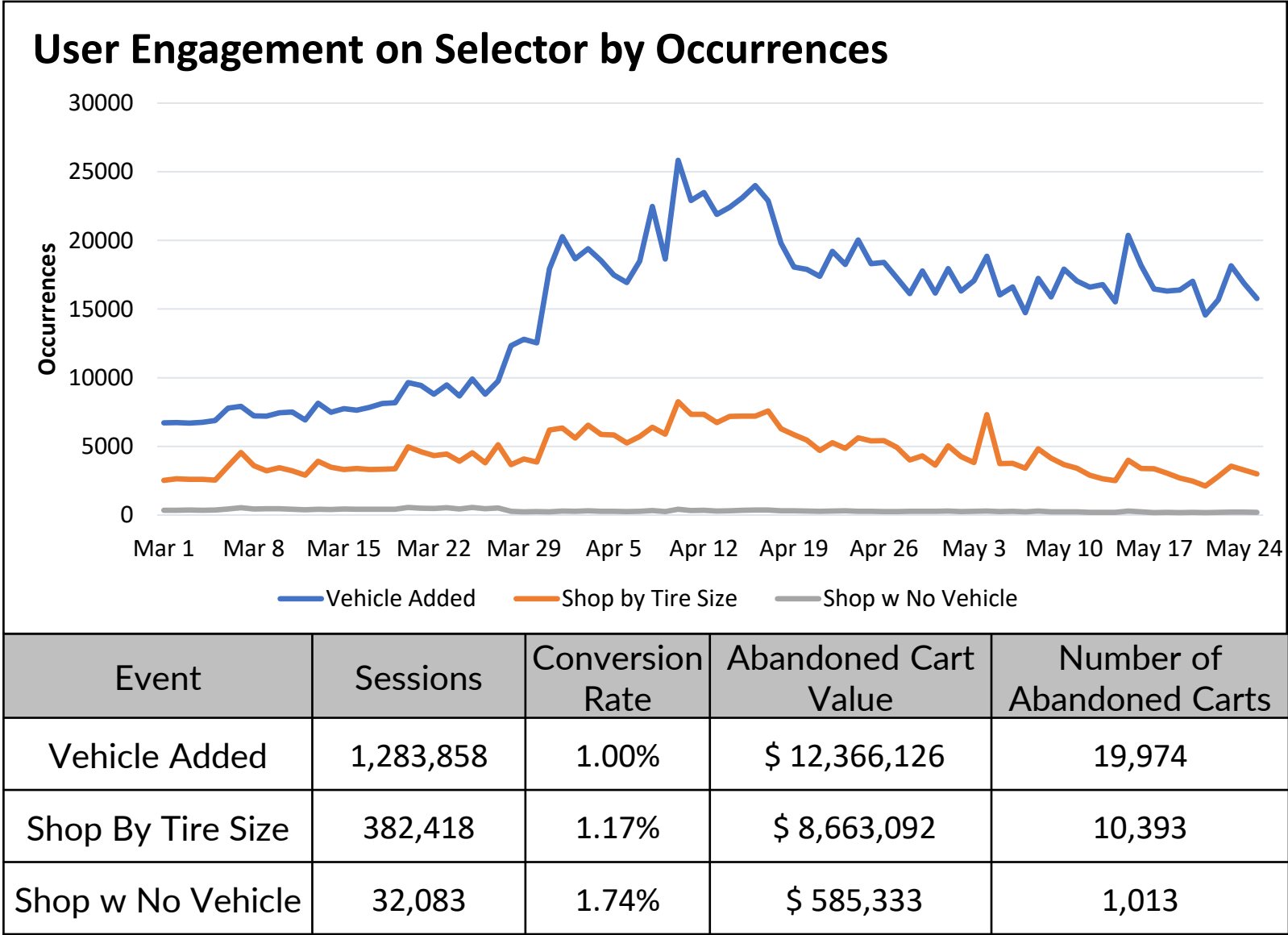
# 2023 User Engagement on Selector

[Mar. 1, 2023 – May25, 2023]

In the end of March, there was a surge in vehicle selector usage.

The vehicle selector is the most used option.

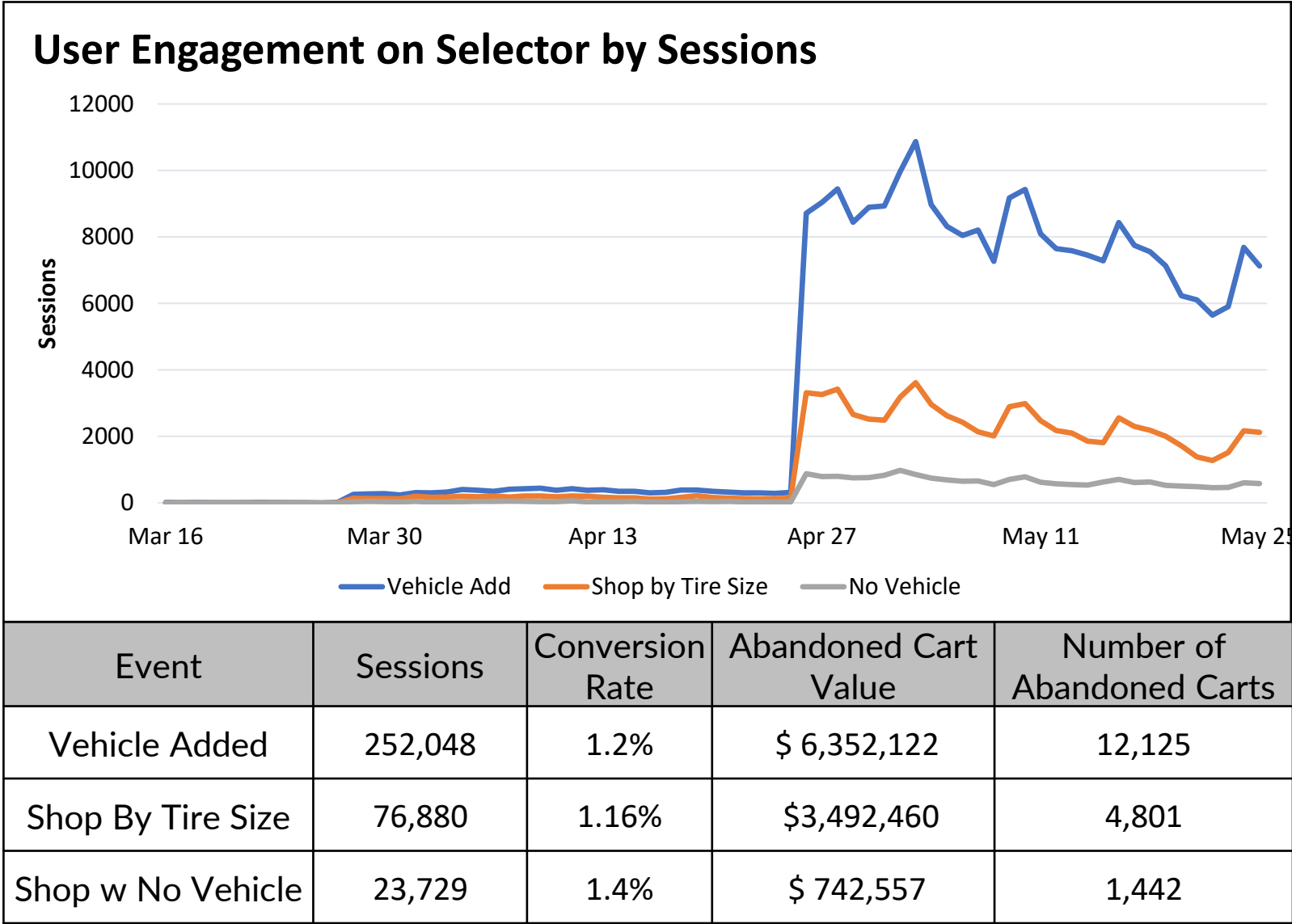
Very few users shop without the vehicle selector.



# 2022 User Engagement on Selector

[Mar. 1, 2022 – May25, 2022]

Event tracking started in April 26, 2022. To get an accurate comparison, we will narrow down the time periods to April and May.



# Year Over Year (YoY) Engagement Metrics on Selector

[Apr. 26, 2023 – May25, 2023]

In 2023, the Conversion Rate for the Shop By Tire Size and Shop w No Vehicle categories showed improvement. However, the Conversion Rate for the Vehicle Added category witnessed a decline during the same period.

Event	Sessions	Conversion Rate	Abandoned Cart Value	Number of Abandoned Carts
Vehicle Added	506,154	1.05% ▼	\$ 3,983,828	7,004
Shop By Tire Size	111,573	1.39% ▲	\$2,319,160	2,763
Shop w No Vehicle	7,095	2.28% ▲	\$ 121,800	252

[Apr. 26, 2022 – May25, 2022]

A decrease in the number of abandoned shopping carts is being observed overall.

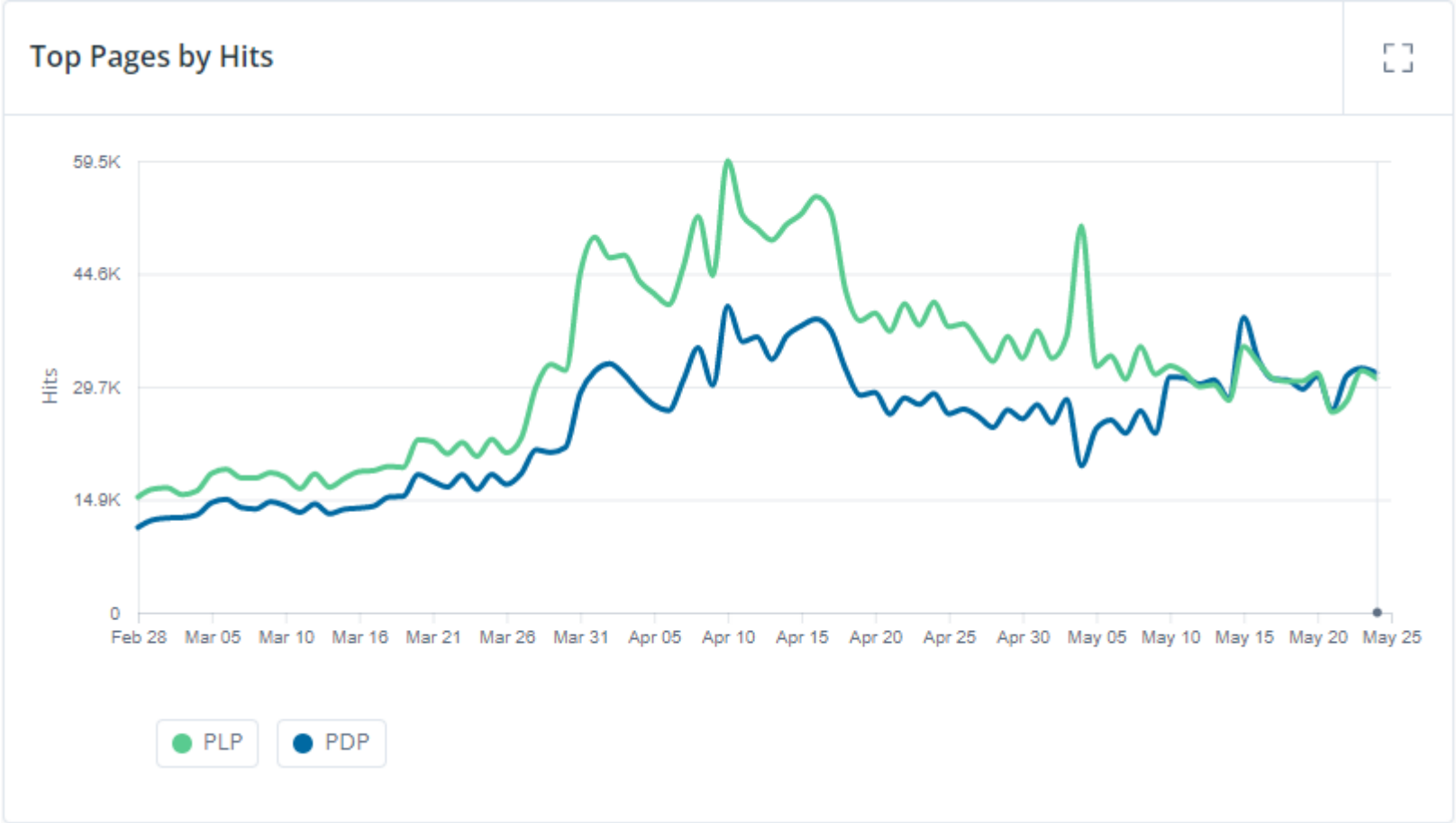
Event	Sessions	Conversion Rate	Abandoned Cart Value	Number of Abandoned Carts
Vehicle Added	241,342	1.15%	\$ 6,042,605	11,703
Shop By Tire Size	72,134	1.13%	\$3,492,460	4,801
Shop w No Vehicle	19,888	1.38%	\$ 673,943	1,353

# Page Views with Vehicle Selector

[Mar. 1, 2023 – May25, 2023]

The trend of vehicle selector engagement is consistent with that of page views across PDP and PLP, with PLP exhibiting higher levels of viewership.

A notable spike in PLP on May 04. This could be attributed to technical issues.

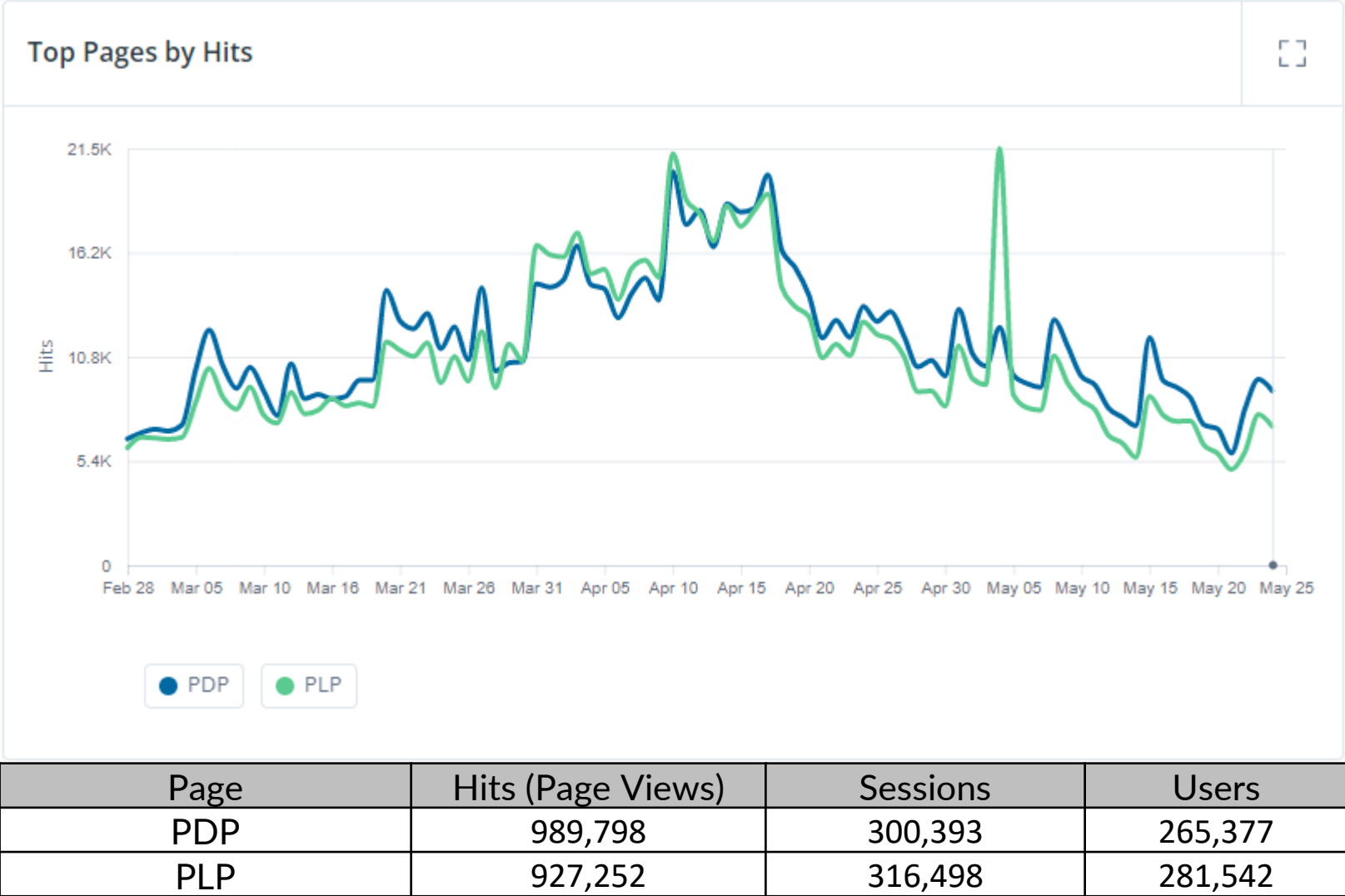


Page	Hits (Page Views)	Sessions	Users
PDP	2,134,554	768,435	724,767
PLP	2,781,500	1,073,637	1,011,684

# Page Views with Shop by Tire Size

[Mar. 1, 2023 – May25, 2023]

Page views show a similar trend with the engagement of the Tire selector.





# Seasonal Product Page Views With a Vehicle/Tire Selector

[May. 1, 2022 – May 25, 2023](1 Year range)

The page's activity experienced three notable spikes in October, November, and April, plausibly attributed to the transition of seasonal tire changes from winter to summer and vice versa.

Similar trends also occurred for users who didn't use the vehicle/tire selector.



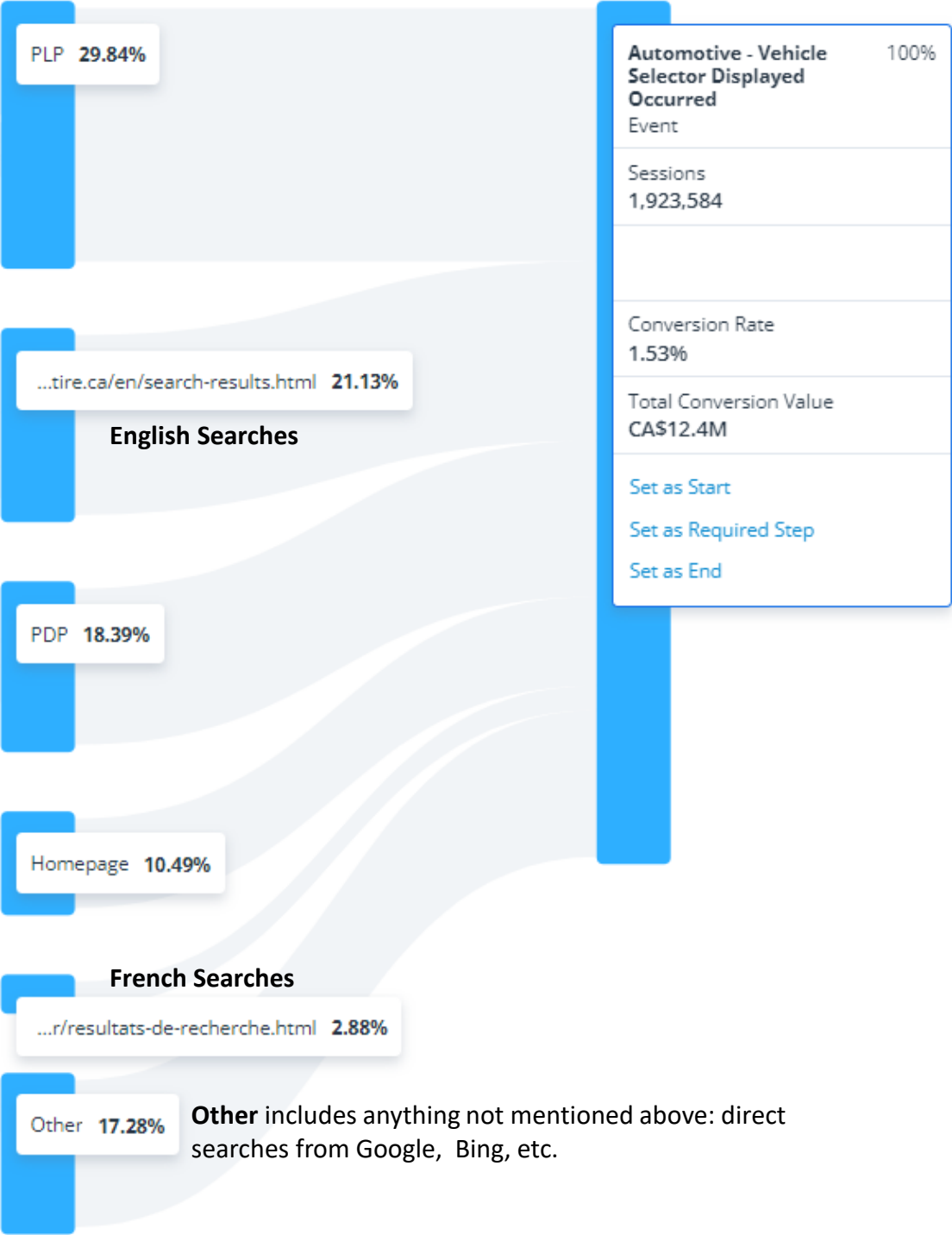
Page Group	Hits (Page Views)	Sessions	Users
PDP	16,049,920	5,922,763	5,205,227
PLP	17,051,224	5,887,268	5,171,664
Category Page	16,689,616	5,869,757	5,157,381



# User Journey to Vehicle/Tire Size Selector

[Mar. 1, 2023 – May 15, 2023]

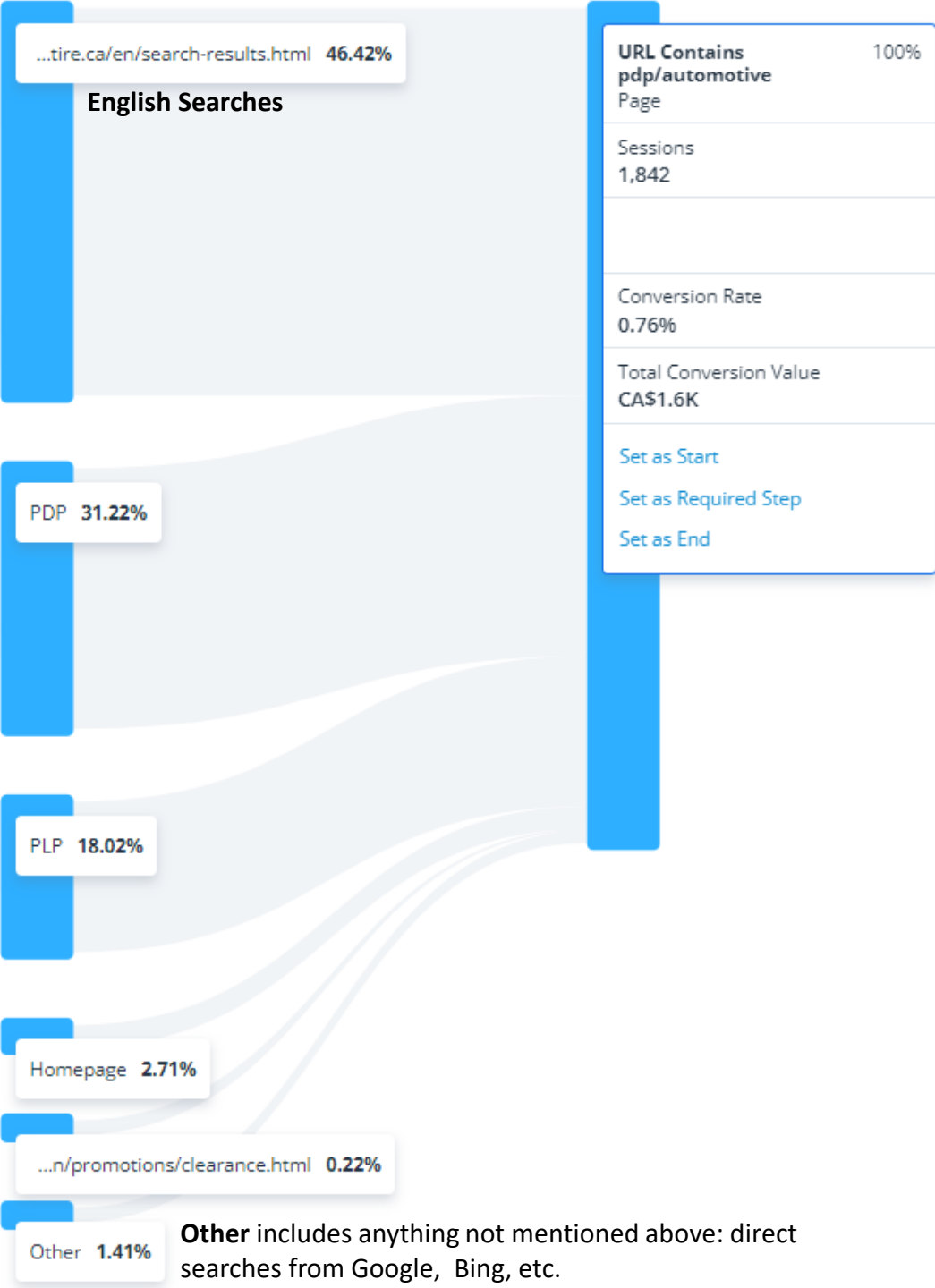
The most popular ways a user will reach a vehicle selector is through a PLP, search query, or a PDP.



# User Journey to find Automotive Products

[Mar. 1, 2023 – May 15, 2023]

The most popular way to find an automotive product is through search results.



# Observations on 30 Sessions: Where Vehicle Selector was Present, and Drop Offs Occurred

[Mar. 1, 2023 – May 15, 2023]

The vehicle selector takes an average of 19.7 seconds to complete, as observed in this sample.

Users tend to drop off before or after the selector, but never during. This leads us to understand completing the selector flow is not a primary issue.

Observation Results: [\[Data\]](#)

# Drop Offs Before Selector	# Drop Offs During Selector	# Drop Offs After Selector	Avg. Time to Fill Vehicle Selector(sec)
13	0	17	19.7s

# Appendix