



How do you make an Electric Vehicle release a Success?

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EV Test Drive Target Audience Analysis & Retargeting Strategy

Objective: To identify and analyse the target audience most likely to be interested in electric vehicle (EV) test drives, leveraging data insights and Mosaic UK segmentation.

Key Focus Areas:

Audience Profiling: Determining demographics, behaviours, and interests of EV test drive prospects.

Mosaic UK Insights: Using segmentation to pinpoint key consumer groups and their geographic concentration.

Retargeting Strategy: Crafting campaigns to engage prospects effectively at various stages of interest.

Why It Matters: With increasing interest in EVs, understanding the target audience is critical to driving engagement, increasing test drive bookings, and ultimately enhancing EV adoption rates.

Executive Summary

- Target Audience:** Young adults (18-34), urban car owners, household decision-makers.
- Mosaic Group Types:** O - Rental Hubs, H - Aspiring Homemakers, N - Urban Cohesion, J - Transient Renters.
- Cost for Targeting:** £771,300 to target 77,130 prospects.
- Retargeting Strategy:** Build awareness, retarget engaged users, and nurture undecided prospects.

Target Audience Insights

Key Characteristics of Target Audience

•Age Group:

- Primary: 25-34 years
- Secondary: 18-24 and 65+ years

•Car Ownership:

- Car owners are more likely to show interest.

•Income Levels:

- Peaks in £10k-£14,999 and £50k-£59,999.

•Geography:

- Predominantly urban/suburban areas: London, South East, North West, West Midlands.

•Household Decision-Makers:

- More likely to be interested.

Mosaic Group Types

O – Rental Hubs: Younger, urban-dwelling, renters, tech-savvy.

H – Aspiring Homemakers: Young families, dual-income, sustainability-focused.

N – Urban Cohesion: Diverse, sustainability-oriented, urban-based.

J – Transient Renters: Young professionals, highly mobile.

Geographic Distribution

Likely Areas of Residence

Primary Areas:

- London, South East, North West, West Midlands.

Urban Focus: High concentration of interest in cities.



Website Traffic Estimation

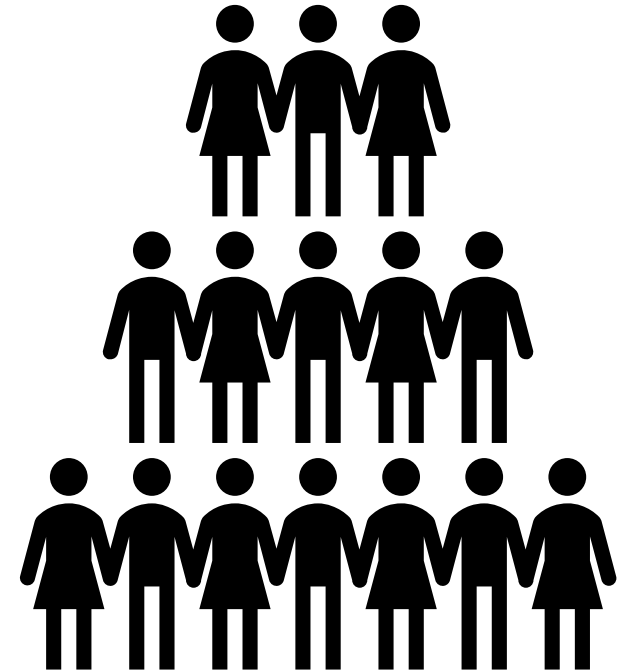
BMW Website Traffic Estimation

Prospects:

- **77,130 potential visitors** from target groups.

Cost:

- Estimated cost for targeting: **£771,300.**



Retargeting Strategy

Retargeting Strategy for Different Engagement Levels

Non-Prospects (Low Engagement):

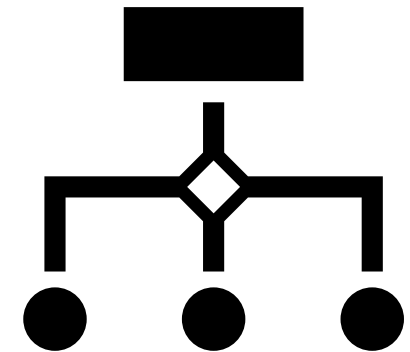
- Focus on **awareness** (ads with educational content, brand positioning).

High Engagement Prospects:

- Focus on **conversion** (special offers, test drive invitations).

High Engagement - Retarget Later:

- Focus on **nurturing** (email sequences, reminder ads).

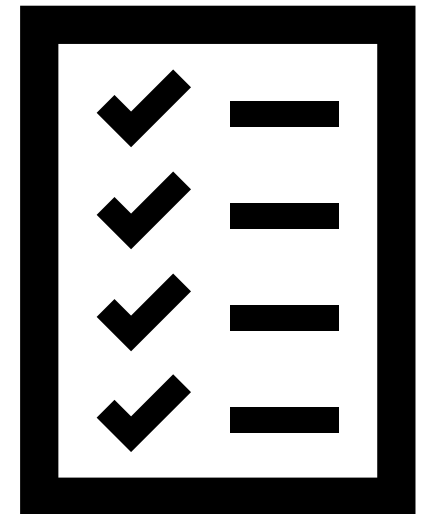


Actionable Next Steps

Next Steps & Recommendations

Actionable Insights:

- ✓ Refine and execute targeted campaigns based on Mosaic data.
- ✓ Adjust ad creatives for different engagement levels (awareness, conversion, nurturing).
- ✓ Monitor and evaluate campaign performance to improve future targeting.



Conclusion

Summary: Targeting **young adults** and **urban car owners** aligns with BMW's strategy for EV test drives.

Using **Mosaic groups** and **geographic insights**, we can effectively reach 77, 130 high-potential prospects.

Retargeting strategy ensures engagement at each stage of the customer journey.

