



HOW TO REACH YOUR AUTO SHOPPER

INSIGHTS INTO **DEMOGRAPHICS**, **SOCIAL DATA**, AND **CONSUMPTION HABITS** OF A TYPICAL AUTO BUYER



HOW TO REACH YOUR AUTO SHOPPER



MEET “OLIVER WILLIAMS”.

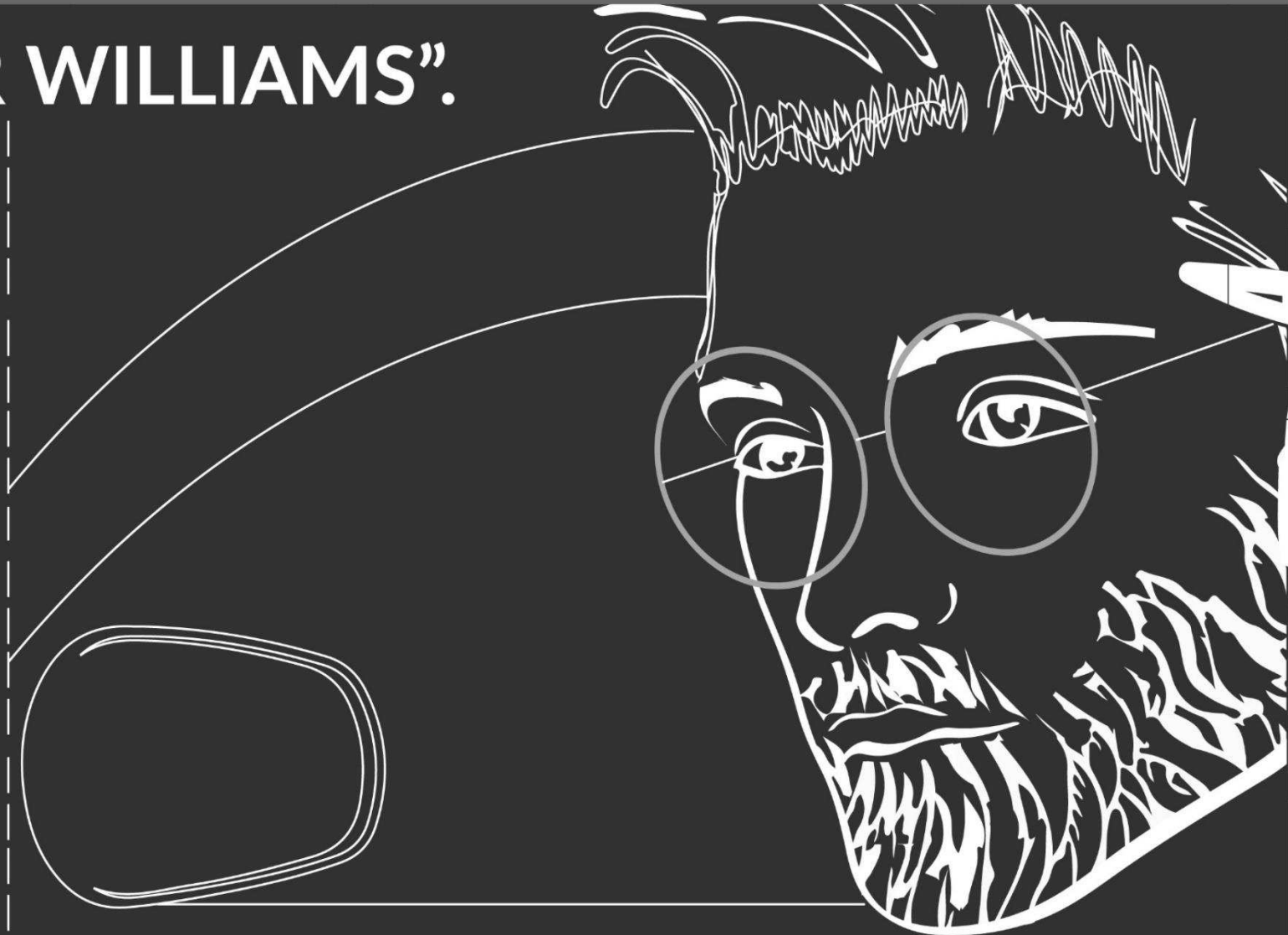


HE IS YOUR TYPICAL
UK **AUTO BUYER**. HE
BROADLY FALLS IN THE AGE
GROUP OF **45-54 YEARS**

HE IS **MARRIED** WITH
TWO CHILDREN AGED
BETWEEN **12 -16 YEARS**.
HE WORKS AS AN
ESTATE AGENT, WITH
HH INCOME BETWEEN
£50K - £75K



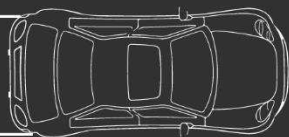
OLIVER
YOUR TYPICAL
A  **TO**
B  **YER**



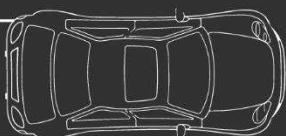
HOW TO REACH YOUR AUTO SHOPPER

AUTO BUYERS ARE 32% MORE LIKELY TO BE MALE, AND ARE 132% MORE LIKELY TO BE IN THE AGE GROUP BETWEEN 45-54 YEARS

1.32



0.69

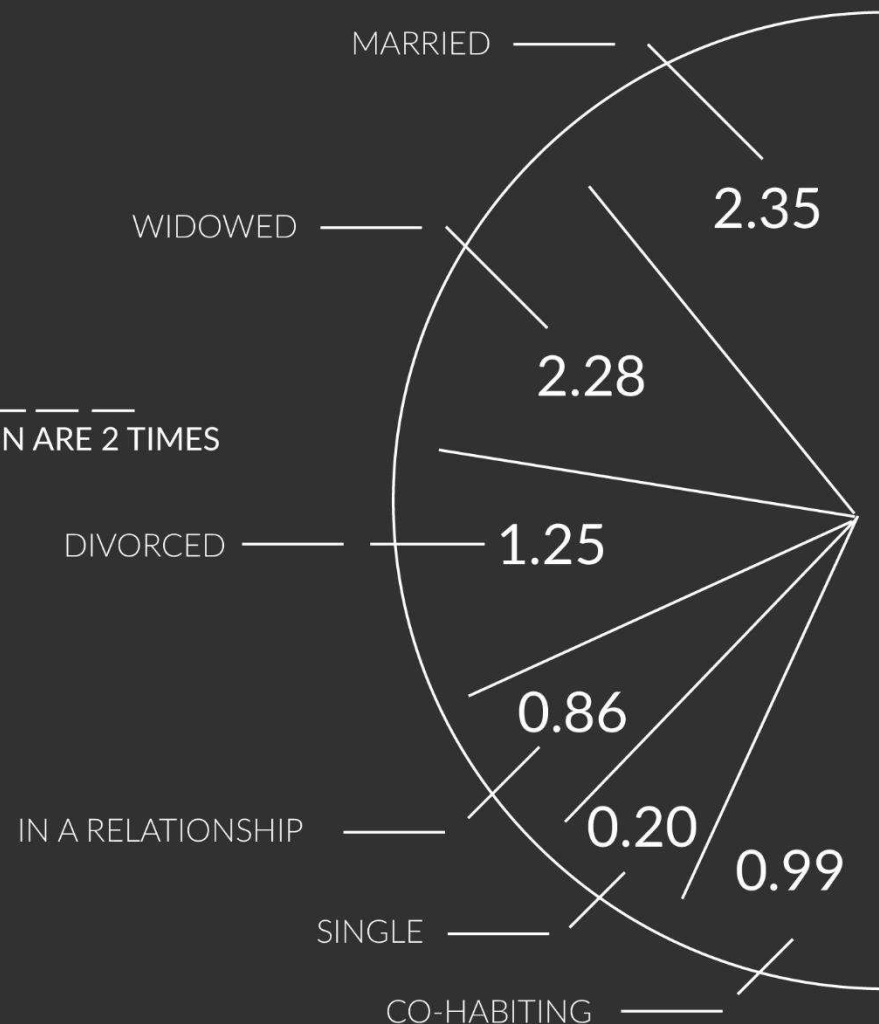


32%
MORE LIKELY TO
BE **MALE**

AUTO BUYERS ARE 135% MORE LIKELY TO BE MARRIED. AUTO SHOPPERS WITH CHILDREN ARE 2 TIMES MORE ACTIVE ON AUTO SITES. THEY ARE 117% MORE LIKELY TO BE AN ESTATE AGENT

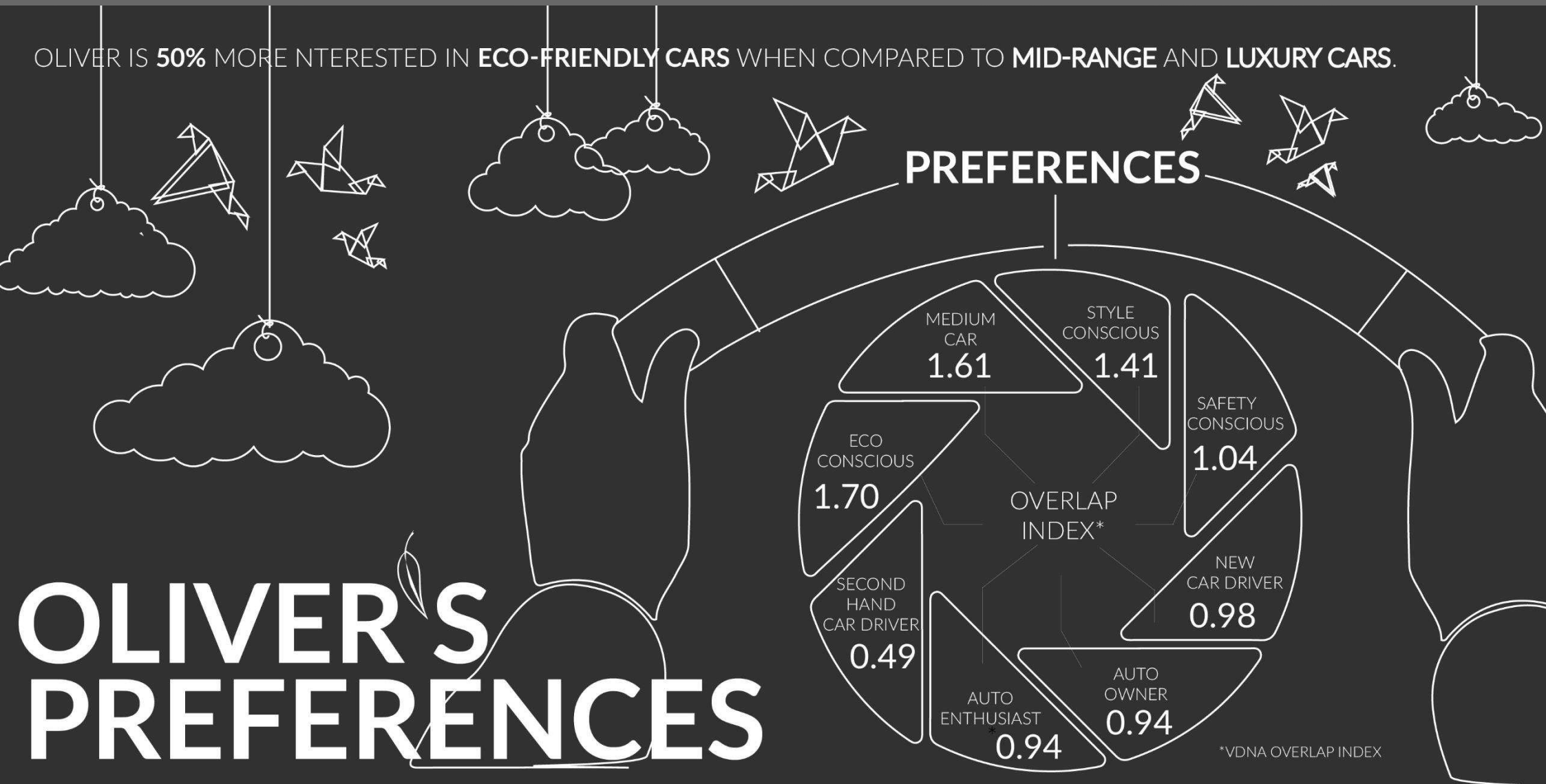


27%
MORE LIKELY TO
HAVE HH INCOME BETWEEN
£50K - £75K



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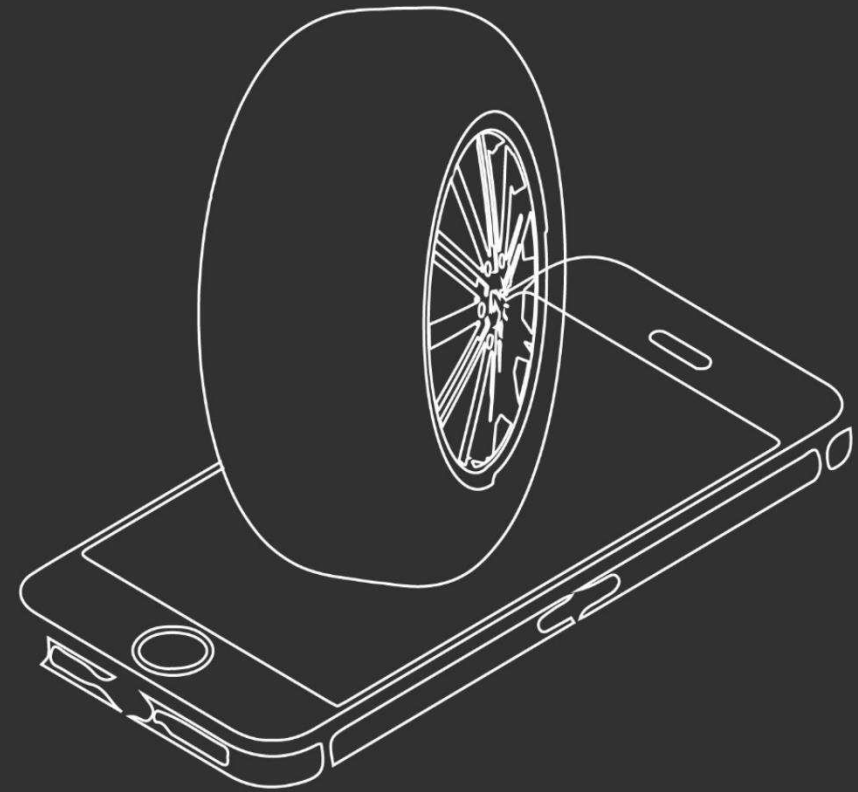
OLIVER IS **50%** MORE INTERESTED IN **ECO-FRIENDLY CARS** WHEN COMPARED TO **MID-RANGE** AND **LUXURY CARS**.



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WHEN LOOKING TO BUY A NEW CAR, OLIVER IS **1.5 X MORE LIKELY** TO REQUEST A TEST DRIVE ON PORTABLE DEVICES LIKE **MOBILE/TABLETS**.

WHAT
DEVICE DOES
OLIVER
CONVERT
ON



SOURCE: AIQ DATA



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OLIVER IS **15% MORE LIKELY** TO TRY THE **TEST DRIVE PAGES** ON **WEEKENDS**. WHICH IS WHY THERE IS A **15% INCREASE IN CONVERSIONS** FOR **TEST DRIVE PAGES** ON **WEEKENDS** THAN THE OTHER PAGES THAT SEE **MAXIMUM CONVERSIONS** DURING **WEEKDAYS**.



OLIVER IS **15% MORE LIKELY** TO TRY TO THE TEST DRIVE PAGES ON **WEEKENDS**

15%



HIGHER CONVERSIONS ON **MONDAYS** RECORDED FOR ALL AUTO PAGES EXCEPT FOR **TEST DRIVE**

66%

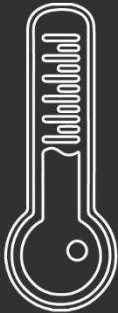


OF OLIVER'S SEARCH FOR A **NEW CAR** CAN BE SEEN BETWEEN **6-9 PM**

TIME TRENDS



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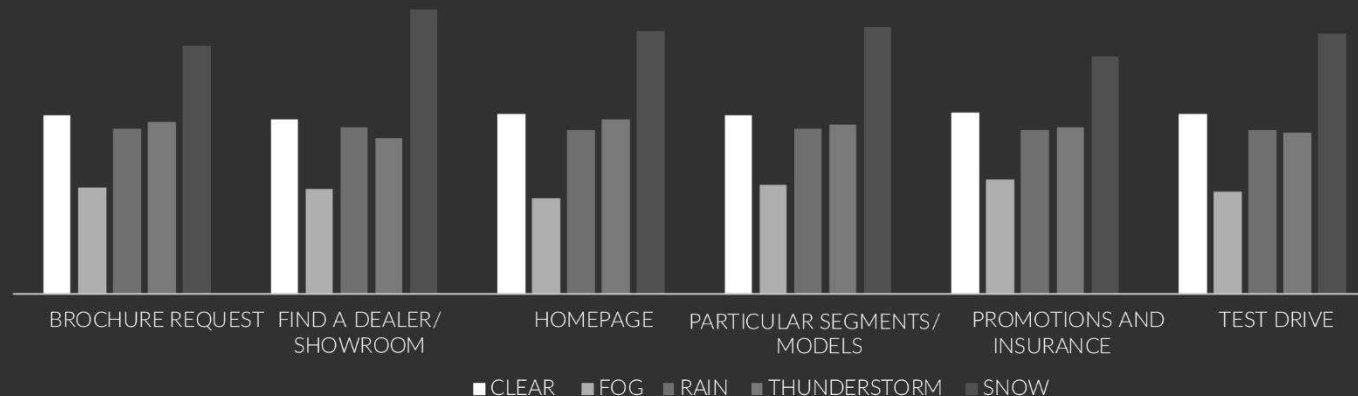


OLIVER IS LIKELY TO **BROWSE AUTO WEBSITES** ON **COLDER DAYS**, WITH **MARCH** SEEING A **25% INCREASE** IN **AUTO PURCHASES**.



OLIVER'S CHANCES OF BROWSING THROUGH AUTO SITES FOR EITHER A **TEST DRIVE**, **BROCHURE REQUEST** OR **DEALER**, ARE **50% HIGHER** ON **SNOWY DAYS** THAN ON RAINY DAYS


DOES **TEMPERATURE** AND **WEATHER** AFFECT **OLIVER'S PURCHASE BEHAVIOUR**



SEGMENT LOADS REFERS TO THE ONLINE USER TRAFFIC ON AUTO WEBSITES AS CAPTURED BY AIQ

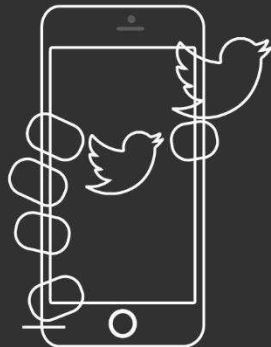


HOW TO REACH YOUR AUTO SHOPPER



OLIVER IS ACTIVE ON **SOCIAL MEDIA** AND IS MOSTLY SEEN TWEETING ABOUT **AUTO RELATED CONTENT** FROM HIS **DESKTOP** DURING OFFICE HOURS (**7AM - 6 PM**).

BUT **MOBILE** IS THE MOST PREFERRED CHOICE OF DEVICE **POST WORK** FOR TWEETING ABOUT AUTO **RELATED CONTENT**.



OLIVER IS
SOCIAL MEDIA
SAVVY AS WELL



TOP GEOS

WHEN WE LOOKED AT THE **TOP GEOS** THAT HAD THE HIGHEST **TWEET VOLUMES** FOR **AUTO RELATED CONTENT**, **30%** OF THE TWEETS CAME FROM **LONDON, MANCHESTER & LIVERPOOL**.



PORSCHE IS THE MOST PREFERRED BRAND

OLIVER'S MOST TALKED ABOUT **BRANDS** ON **SOCIAL MEDIA** WITH THE **HIGHEST TWEET VOLUME** ARE **PORSCHE**, FOLLOWED BY **FORD, BMW, VOLVO, AND AUDI**.

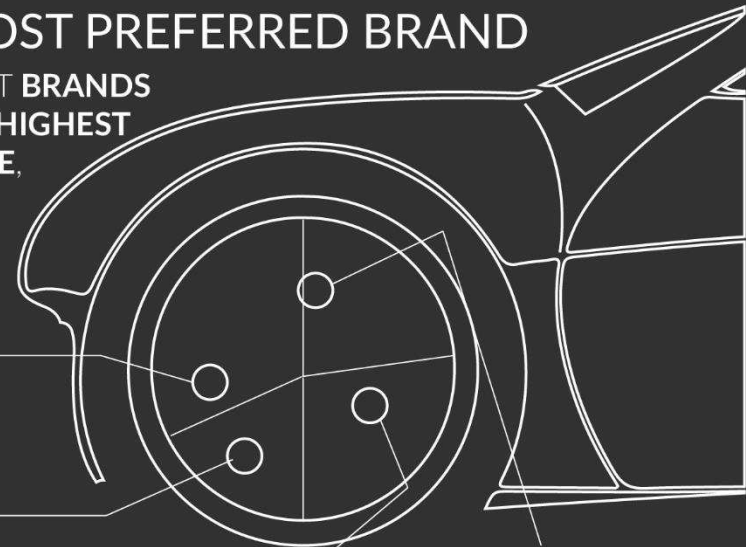
182
PORSCHE

151
FORD

137
BMW

135
VOLVO

127
AUDI



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TOP MENTIONS



A LOT OF OLIVER'S TWITTER MENTIONS ARE SMALLER **BRANDS** AND **CELEBRITIES**.

@OLIWHITETV @NISSAN @YOUTUBE
@CHRIZDARLZ @AUTOEXPRESS @JOLYONPALMER
@RGROSJEAN @AUSTINMAHONE

TOP KEYWORDS

ELECTRIC STATUS
VECHILE DRIVE CAR
HATCHBACK CARS
STORY PHOTO WATCH
USED NEWS

ROMAIN GROSJEAN AND JOYLON PALMER WERE BOTH MENIONED AND RETWEETED AFTER THE RECENT ABU DHABI GRAND PRIX F1 RACE

SINGERS AND PERFORMERS ON TOUR TWEET ABOUT CARS WHICH GET RETWEETED BY THEIR FAN BASE



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TIPS:



USE MEDIA IQ'S **LOCATE** TO **TARGET USERS** NEAR TO DEALER LOCATION ON **MOBILES** AND **TABLETS** TO **DRIVE HIGHER TEST DRIVE CONVERSIONS**

USE MEDIA IQ'S **SOCIAL SYNC** TO TIE YOUR SOCIAL MEDIA MARKETING STRATEGY WITH THE **DISPLAY STRATEGY** AND **DELIVER IMPACTFUL MESSAGES** DURING SIGNIFICANT EVENTS LIKE AUTO SHOWS AND NEW CAR LAUNCHES

USE **AIQ'S AUTO INTENDER** SEGMENTS TO TARGET AUTO PURCHASERS IN UK. THIS CAN LEAD TO **3X BETTER PERFORMANCE** THAN STANDARD REACH AND **1.7X BETTER PERFORMANCE** THAN 3RD PARTY AUDIENCE TARGETING

USE MEDIA IQ'S **WEATHER SYNC** TO INCREASE DISPLAY SPEND DURING **COLDER** AND **SNOWY DAYS**



HOW TO REACH YOUR AUTO SHOPPER

WE USED **AIQ DATA**, **CENSUS DATA** AND DATA PARTNER: **VISUAL DNA** FOR **AUDIENCE DATA**. SECONDARY RESEARCH WAS USED TO **STRENGTHEN/VALIDATE FINDINGS** FROM THE FORMER.

OUR METHODOLOGY

THE **ULTIMATE AIM** OF THE ANALYSIS WAS TO **HIGHLIGHT** THE **TRENDS** THAT HAVE GOVERNED THE **UK AUTO INDUSTRY** IN THE **RECENT PAST**, AND **UNDERSTANDING** **HOW AUTO SHOPPERS CAN BE TARGETED** THROUGH A COMBINATION OF **GEOGRAPHY, TIME, AUDIENCE, CONTEXT, SEMANTIC, TWITTER AND WEATHER ANALYSIS**.

