



Diversifying Customer Segments and Boosting Web Interactions at General Motors

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Understanding Build and Buy:

Key Insights and Learning Objectives

"**Build and buy**" typically refers to the options consumers have when purchasing a product, especially customizable products like vehicles.

It often involves choosing between building a custom product or buying a pre-built option from available inventory.

BUILD & PRICE

Our filter tools were developed to help you find the best Chevy model based on the criteria you're looking for in a vehicle. Select the model you're interested in and use our Build & Price tool to configure a vehicle by trim level, options and other accessories.

YEAR

☐ 2023

☐ 2024

VEHICLES

☐ CARS

☐ ELECTRIC

☐ PERFORMANCE


☐ SUVs

☐ TRUCKS


SHOWING 30 MATCHES

SORT BY


Price (low to high) ▼



2023
CORVETTE
STINGRAY
STARTING AT
\$64,500 ¹
As shown \$76,450 ¹



2023
CORVETTE Z06
STARTING AT
\$105,300 ¹
As shown \$120,145 ¹



2023
TRAILBLAZER
STARTING AT
\$22,100 ¹
As shown \$27,425 ¹



What leads to purchase conversion in **Build and Buy?**

**Customers
who used
Build & Buy**

-
**Purchase
Vehicle**

VS

**Customers
who used
Build & Buy**

-
**Don't
purchase
vehicle**

1. How do they interact with GM website?
2. How do they respond to promotional emails?

How do they interact with GM Website?

Purchased Customers

- Request a Quote Rate: 33.2%
- Search Inventory Landing Rate: 39.5%
- Events Per Person: 27.1
- BYO form completion rate: 58.1%
- Average Time Spent on Request a Quote Rate: 1,270 sec

Non-purchased Customers

- Request a Quote Rate: 20.7%
- Search Inventory Landing Rate: 20.8%
- Events Per Person: 12.6
- BYO form completion rate: 52.5%
- Average Time Spent on Request a Quote Rate: 866 sec



Key Takeaways

1. Request a Quote Rate is the most important factor
2. Non-purchased customers leave during the Request a Quote process
3. It is important to prevent potential customers to leave during the process

How do they respond to promotional emails?



Purchased Customers

- Email Received Rate: 99.8%
- Email Open Rate: 91.0%
- Email Click Rate: 86.5%

Non-purchased Customers

- Email Received Rate: 51.6%
- Email Open Rate: 92.7%
- Email Click Rate: 88.2%



Key Takeaways

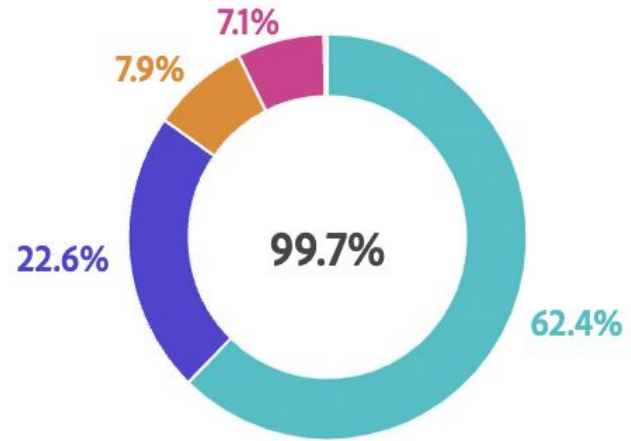
1. No significant difference on Email Open Rate, and Email Click Rate
2. Significant difference on Email Received Rate
3. Almost all customers who purchased received promotional emails

Most Popular General Motors Car Brand

Chevrolet, the most popular brand under GM, accounts for 62.3% of purchase events across all brands.



Vehicle Purchase Event



CHEVROLET

62.3%

CADILLAC

7.9%

Other

0.3%

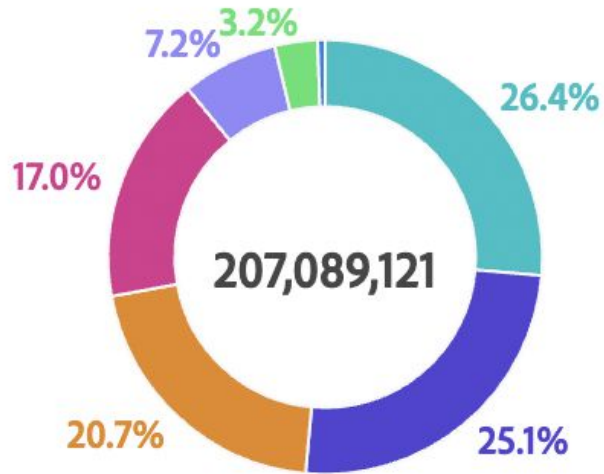
GMC

22.5%

BUICK

7.1%

Events



suv

54,590,488

truck

51,950,377

sport-car

42,799,783

crossover

35,186,654

car

14,808,268

sedan

6,600,507

van

1,152,589

electric

455

Most Preferred Vehicle Type

SUVs and **Trucks** are the vehicle types that gained the most traction.

Trucks are the preferred vehicle type among consumers with three cars.

Meanwhile, first-time and second-time buyers show interest in GM's crossover vehicles.



Most Popular Brand by Web Search

According to URL searches, Cadillac, GM's luxury brand, is the **most searched**, per the unique number of people interacting with the site.



People



2,000,000

1,000,000

<https://www.cadillac.com/suvs/escalade>

<https://www.cadillac.com/electric/lyriq>

<https://www.cadillac.com/sedans/ct5-v-blackwing>

<https://www.chevrolet.com/suvs/trax>

General Motors Customer Demography



general motors

Preferred
Brand

Chevrolet

of Kids

0 (59%)

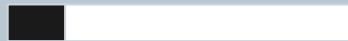
Marital
Status

Married (57.2%)



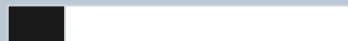
Mostly based in North America

\$250,000 -
\$499,000



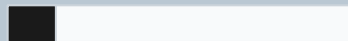
18.0%

\$100,000 -
\$249,000



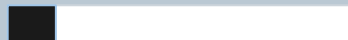
17.2%

\$500,000 -
\$999,000



16.2%

\$1,000,000 -
\$1,999,000

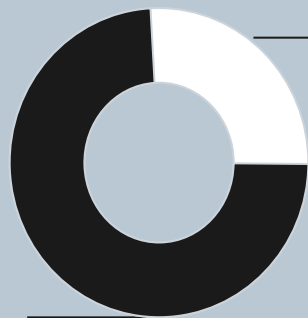


13.5%

Net Worth

The top 4 consumer base has a household income of at least \$100,000.

U.S. median pay: \$75,000



25.6%

74.4%

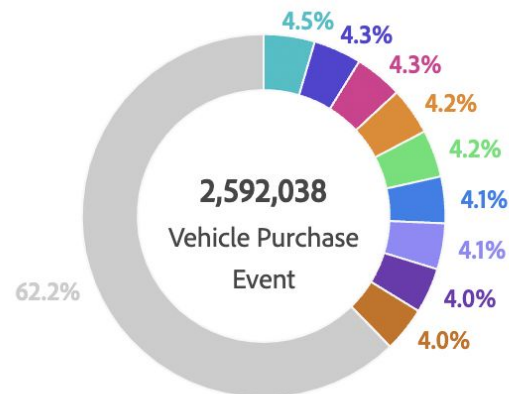
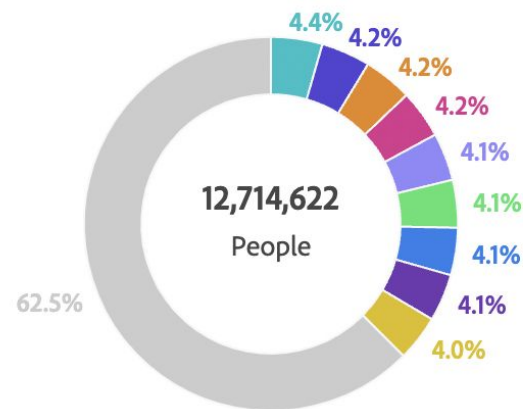
Owns > 1 Vehicle

Owns 1 Vehicle

Most purchases were made by consumers who own more than one vehicle compared to those who only have one.

Age of Customer Base

The top 10 customer base, who both **interact with the site** and **purchase vehicles**, fall within the age range of **42-62**.



52

58

60

50

62

54

56

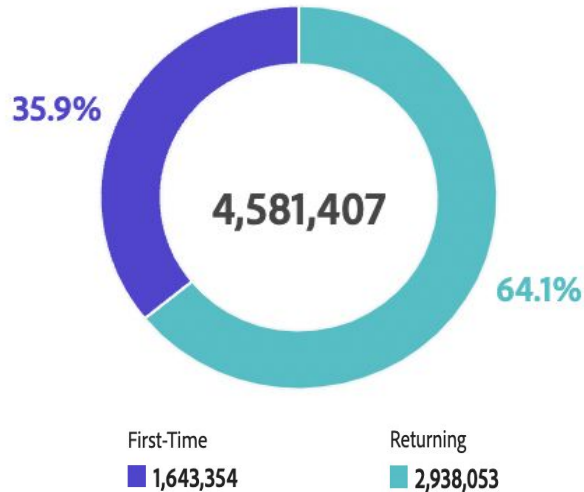
42

44

48

Other

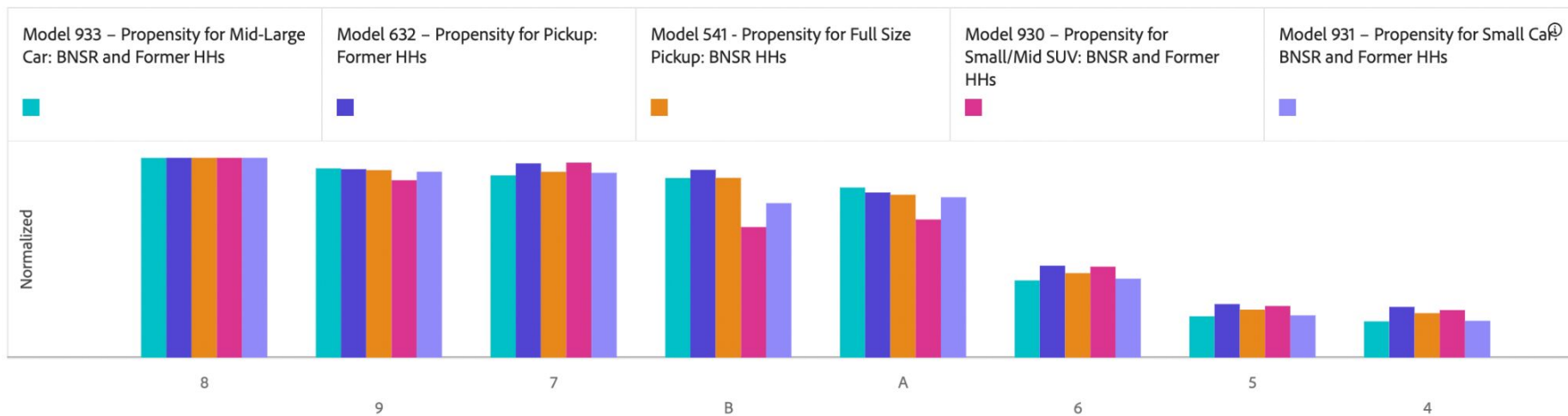
Vehicle Purchase Event



Vehicle Purchase Event		4,581,407 out of 4,581,407	
Session Type ↑ Page: 1 / 1 Rows: 400 1-2 of 2		Jan 1	Feb 9
1. Returning		2,938,053 64.1%	
Returning	Net Worth (advanced) Page: 1 / 2 > Rows: 5 1-5 of 10	Jan 1	Feb 9
	1. 7	457,945	21.4%
	2. 9	425,938	19.9%
	3. A	349,524	16.3%
	4. B	301,558	14.1%
	5. 6	202,053	9.4%
	2. First-Time	1,643,354	35.9%
First-Time	Net Worth (advanced) Page: 1 / 3 > Rows: 5 1-5 of 11	Jan 1	Feb 9
	1. 7	224,572	17.3%
	2. 8	221,350	17.0%
	3. 9	190,955	14.7%
	4. A	147,520	11.4%
	5. B	128,864	9.9%

Returning visitors drive most purchases (vs. 35.9% of first-time visitors).

Both groups predominantly belong to the \$100,000+ demographic, comprising over 50% of both returning and first-time visitors.



Propensity to buy and preferences skewed towards **high-income earners** across all GM brands.

Low awareness of GM cars among young and first-time car buyers.

Luxury brands lack visibility among medium-income earners.

Less traction on website from medium-income earners.

Sales over the Years

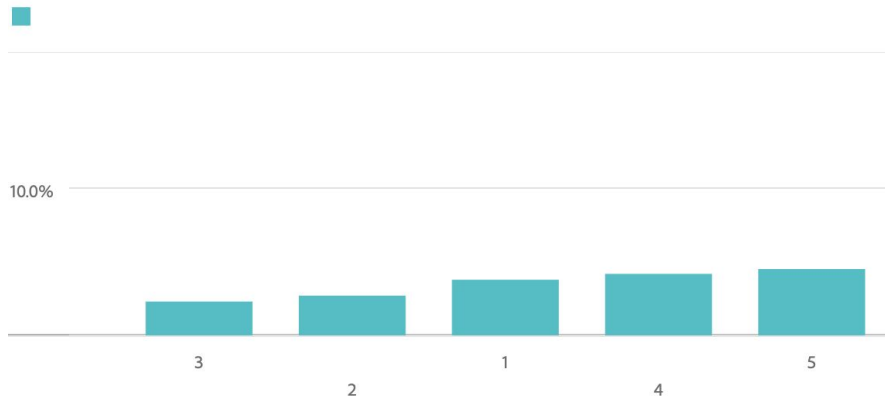
- Evidence of **strong consumer loyalty** from our identified market base.
- However, **stagnant growth** even in the most popular demographic as purchases are only focused on this certain demographic.
- **Low net worth** clients spend more time on websites and have **lower click-through rates** and **conversion rates**.

Market
Stagnation

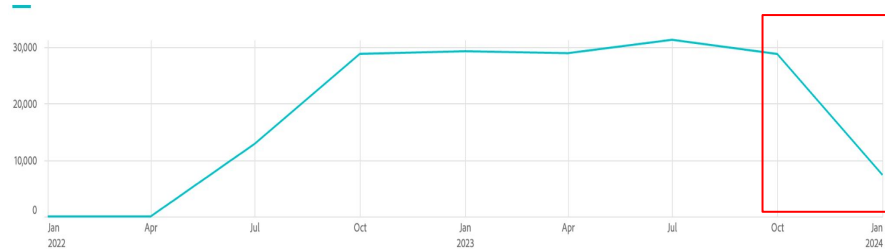
Drop in Sales in
Peak Season
(Oct-Jan 2024)

Lack of Price Barrier

Vehicle Purchase Event

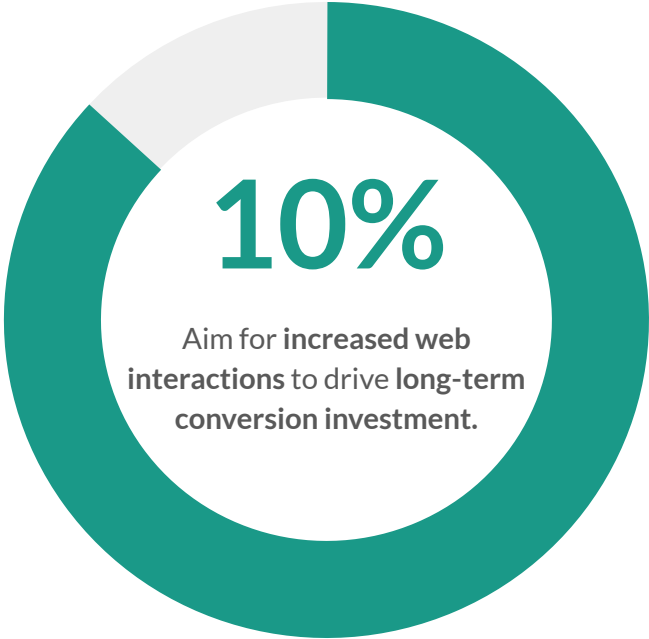


Vehicle Purchase Event (Input Individual - Age in Two Year Increment: 52)





Things to Consider



Diversify Marketing Campaign and Outreach

Customer Market Expansion



- Consider advertising **cost-saving packages** instead of upselling higher-end modifications.
- Target **first-time car buyers** as a potential market segment.
- Focus on **crossovers** as to entice customers seeking cheaper options than SUVs or trucks.



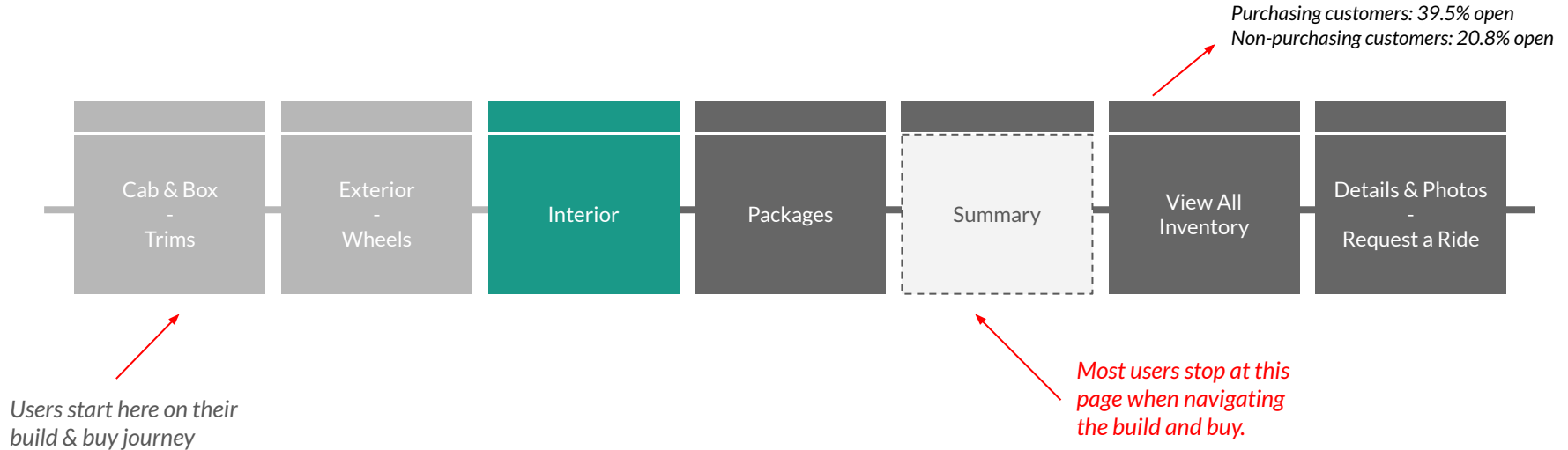
Diversify Marketing Timeline

Refined Marketing Approach

- **Adjust marketing email timing** to target late-night browsing periods for increased engagement when users are more likely to interact with build and buy features.
- **Peak engagement** hours observed between midnight (12 AM - 2 AM), early morning (3 AM - 4 AM), and night time (7 PM - 8 PM).
- Provide **purchasing incentives** to those who completes the BYO tool by requesting for a quote or a test drive.

Customer Journey On Build & Buy Webpage

Address UI/UX issues on the website to prevent potential buyers from abandoning purchases.



Diversifying to Increase Interaction, Not Just “Immediate Conversion”

- Increase brand awareness among younger customer segments.
- Focus on building brand reputation rather than immediate conversions.
- Address the aging customer base by targeting younger demographics.





Thank you!

Questions?
