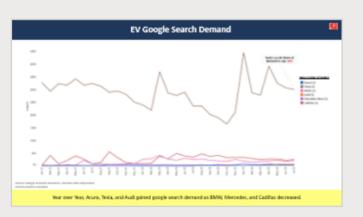


Search Demand

Industry Google Search Demand All new vehicle searches in competitive lax segments industry demand is up +1% month over month and +4% fbY aligned to an increase in media spend.

ZDX Google Search Demand 20K searches spiked on July 11 with Acura and Bang & Diuften teasen across the Acuts newsroom and social glatforms.







Consideration Intent Indicator: ZDX 20X visits decreased since NFL brand spots in January 2023. Segment visits increased +6N MoM and +12% YoY.