# Build Trust and Confidence in Your Dealership to Address Today's Changing Consumer Sentiment

Presented by



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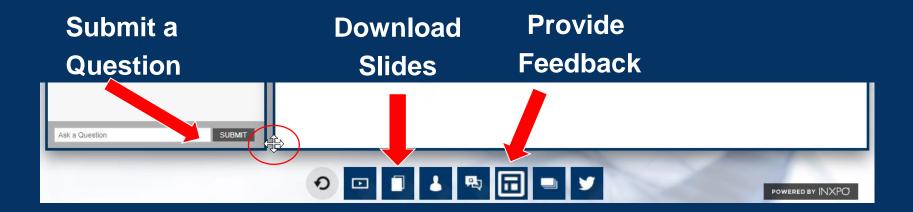
#### WELCOME



Phil Nussel Online Editor *Automotive News* 

#### **NAVIGATION TIPS**

- For a better webinar experience, we recommend closing email and other open programs/browsers, as these applications may cause glitches in the streaming audio.





# **Build Trust** and Confidence in Your Dealership

to Meet Today's Changing Consumer Needs

### Speakers







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## Topics for discussion

CONSUMER SENTIMENT

DIGITAL RETAILING

**MESSAGING** 

MEDIA





#### **Consumer Sentiment**

20% of consumers who plan to purchase a car in 2020 did not plan to do so before the pandemic.

**32%** were open to buying online pre-pandemic; now, 61% are.

66% of those who plan to buy in 2020 want virtual appointments, private dealership appointments, at-home test drives, and home delivery.







Shoppers still want to finish the buying process at the dealership

90%

want a Digital Retailing tool as part of process

10%

want to <u>complete</u> the entire purchase online



## Digital Retailing

"The flexibility for customers to select a vehicle, get an accurate trade appraisal, and secure bank financing approval with a precise payment information — all without having an in-person interaction with a dealership employee."

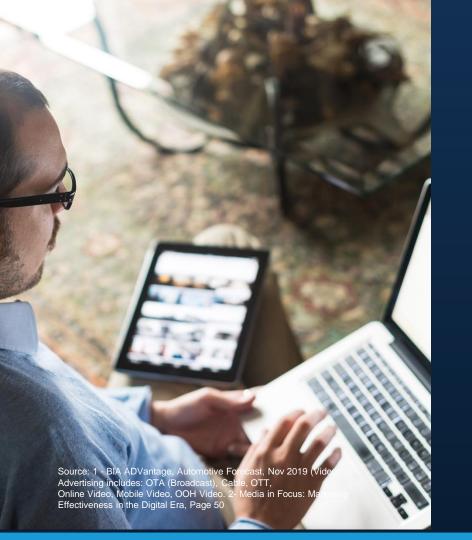












# Video makes them remember you

 41% of auto media spend in 2020 will be a form of video advertising

 Multi-screen video can boost performance by 54%

 Streaming Video (OTT) spend will grow by 18.5%



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Q & A

#### Contact us





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#### THANK YOU

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You will receive an e-mail when it is available.

Email additional comments/questions to <a href="mailto:powertraining@autonews.com">powertraining@autonews.com</a>.

