

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

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Phil Nussel
Online Editor
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AUTOMOTIVE

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



Source: Cargurus, April 2020.

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.

CONSUMER SENTIMENT



Shoppers still want to finish the buying process at the dealership

90%

want a Digital Retailing tool as part of process

10%

want to complete 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.”



A hand holding a smartphone in front of a blurred car show background. The background shows several cars, including a prominent orange one, with bokeh light effects. The overall scene is dimly lit, suggesting an indoor exhibition space.

DIGITAL RETAILING

A group of people are gathered around a wooden table, engaged in a collaborative design or creative session. In the center, a tablet displays a landscape image. One person is pointing at the screen with a white marker. To the left, another person is drawing a circular pattern on a piece of paper. To the right, a person is writing on a document with a red pencil. The table is cluttered with various items: a pink mug, a small potted plant, a container of pens, a color calibration chart, and several notebooks. The overall atmosphere is one of focused teamwork and creativity.

MESSAGING

MESSAGING

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MEDIA



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%

Source: 1 - BIA ADVantage, Automotive Forecast, Nov 2019 (Video Advertising includes: OTA (Broadcast), Cable, OTT, Online Video, Mobile Video, OOH Video). 2- Media in Focus: Marketing Effectiveness in the Digital Era, Page 50



MEDIA

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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.

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