



THE BIG TAKEOVER

Coordinated Online Campaigns Maximize OEM Marketing



COORDINATED ONLINE CAMPAIGNS MAXIMIZE OEM MARKETING

How two OEMs used advertising takeovers of third-party site homepages combined with well-timed multi-tier ads, editorial, social media content and retargeting to accelerate make/model awareness and engagement online.

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THE CHALLENGE

- *Mirror a vehicle's European success in the hyper-competitive U.S. market*
- *Convince U.S. customers to embrace a distinctive new model*

THE SOLUTION

Each OEM implemented an initial takeover of the Autotrader and Kelley Blue Book homepages, followed by a well-timed blitz of make/model-focused digital marketing tactics that **dramatically increased brand/model awareness, shopping interest and multi-tier engagement while significantly boosting each model's competitive advantage within their respective vehicle segments.**

The implementation of the Autotrader and KBB.com homepage takeovers and related tactics — including multiple ads, supportive inventory throughout Autotrader, strategically placed make and model links, homepage editorial and other featured content — led to **dramatic lifts in shopper engagement across key shopping events throughout the consumer car buyer journey**, including:

- **Research** – captures visits to KBB.com news, advice, awards, reviews and new car make/model pages
- **Shops** – captures visits to KBB.com new car hub pages, “get a quote” page and new car classified pages
- **OEM KPIs** – captures high-value shopping activities which occur on the OEM's website from shoppers that have interacted with or been exposed to an ad campaign (e.g., build and price, find a dealer, etc.)
- **VDPs** – captures Vehicle Detail Page views when visitors click through to specific inventory

CAMPAIGN IMPACT ACROSS KEY SHOPPING EVENTS

STRATEGY A



STRATEGY B



% lift based on campaign period compared to previous four-week average

KEY TAKEAWAYS

- Cox Automotive's advertising solutions are effective at influencing shoppers at multiple touchpoints during the consumer car buyer journey, from research and shopping activities down to conversions at the dealer level.
- OEMs should consider an upfront marketing strategy to facilitate maximum timely coordination across third-party sites, social media and dealership websites.
- Campaigns should focus on a single vehicle model for best results.
- Prominent sponsored content across the homepages of third-party sites is the most effective primary tactic of a coordinated campaign that should be supplemented with ongoing ads, editorial and videos across third-party, OEM and dealer websites.
- Social media ads, editorial content and retargeting can significantly boost campaign performance.
- Coordinate/communicate across tiers to prepare Tier 3 for increased volume of VDPs. VDPs with better merchandising create a better shopper experience and help more conversions to sales.
- Feature "Search Inventory" as an effective, prominent call-to-action on Autotrader.
- While creative elements used by the OEMs in this case study varied across tactics, research has shown that campaign performance can be improved when imagery and messaging across all placements have a consistent look and feel.¹

CAMPAIGN EXECUTION

Cox Automotive implemented coordinated marketing campaigns for the two OEMs in the last two years. **The centerpiece of each campaign was an initial “takeover” sponsorship of the Autotrader.com and KBB.com homepages focusing on promoting each specific vehicle model**, referred to herein as “Model 1” and “Model 2.” This primary tactic was supported by following weeks of coordinated campaign elements that included:

- ▶ *Multiple homepage ad units and make/model links*
- ▶ *Promoted editorial content (video, articles/reviews)*
- ▶ *Targeted inventory throughout core and mobile destinations*
- ▶ *Comprehensive ad retargeting*
- ▶ *Social media promotion on a combination of social channels, including Facebook, Snapchat, Instagram, Twitter and Google+*
- ▶ *Hero and slider images*
- ▶ *Dedicated landing page links on all OEM-related Dealer.com dealer websites*
- ▶ *Sponsored content in major online publications*



65% increase in
VDP views on
Dealer.com
dealer websites*

* % lifts based on the campaign period compared to the previous four-week average

CAMPAIGN RESULTS AT A GLANCE

STRATEGY A

KEY PERFORMANCE INDICATORS

Simultaneous takeover of Autotrader.com & KBB.com homepages + promoted content

70M+ impressions across Autotrader.com and KBB.com

83K+ total click activities

1628% increase in share of Autotrader searches*

264% increase in share of Autotrader Vehicle Detail Page (VDP) views*

390% increase in KBB.com research and 268% increase in KBB.com shops*

Rose 10 places in the list of competing models within its segment on Autotrader.com

Rose 4 places in the list of competing models within its segment on KBB.com

65% increase in VDP views on Dealer.com dealer websites*

UNIQUE TO THIS CAMPAIGN:
KBB.com-promoted, model-focused editorial content in major online publications generated 6.5M impressions and 45K clicks that led to a 261% increase in new car traffic on KBB.com

STRATEGY B

KEY PERFORMANCE INDICATORS

Initial KBB.com homepage takeover followed two weeks later by Autotrader.com homepage takeover & KBB.com editorial + Dealer.com dealer website homepage creative & social media extensions

82M+ impressions across Autotrader.com, KBB.com & social media extensions

152K+ total click activities

433% increase in share of Autotrader searches*

60% increase in share of Autotrader Vehicle Detail Page (VDP) views*

61% increase KBB.com research and 57% increase in KBB.com shops*

Rose 1 place in the list of competing models within its segment and 42 places among all models on Autotrader.com

Rose 72 places among all models on KBB.com

31% increase in VDP views on Dealer.com dealer websites*

UNIQUE TO THIS CAMPAIGN:
Social media content (including a Facebook Live video with 619K views) retargeting 1.6M Autotrader.com and KBB.com shoppers generated 3.4M impressions while driving 100% Search Results Page (SRP) growth on Autotrader

* % lifts based on the campaign period compared to the previous four-week average

CAMPAIGN PERFORMANCE OVERVIEW

STRATEGY A

GENERATED AWARENESS

2x
GREATER
ONLINE AD AWARENESS



DROVE ENGAGEMENT

COX
AUTOMOTIVE*
83K+
TOTAL CLICK
ACTIVITIES



STIMULATED INTEREST

% CHANGE IN SHARE
+264%
VDPs
+268%
NEW CAR SHOPS



IMPROVED
COMPETITIVE ADVANTAGE

Autotrader
+10
SPOTS
IN SEGMENT

Kelley Blue Book
+4
VERSUS
SEGMENT



INCREASED
TIER 3 ENGAGEMENT

DEALER.COM
DOUBLE DIGIT
LIFT IN NEW VDP VIEWS ON
DDC.COM DEALER SITES



STRATEGY B

GENERATED AWARENESS

2x
GREATER
ONLINE AD AWARENESS



DROVE ENGAGEMENT

COX
AUTOMOTIVE*
152K+
TOTAL CLICK
ACTIVITIES



STIMULATED INTEREST

% CHANGE IN SHARE
+433%
SEARCHES
+60%
VDPs



IMPROVED
COMPETITIVE ADVANTAGE

Autotrader
+1
SPOT IN
SEGMENT

Autotrader
+42
SPOTS AMONG
ALL MODELS

Kelley Blue Book
+72
SPOTS AMONG
ALL MODELS



INCREASED
TIER 3 ENGAGEMENT

DEALER.COM
+31% NEW VDP VIEWS
ON DDC.COM
DEALER SITES



STRATEGY A: SELLING FIRST-TIME ADVENTURE

Strategy A was seeking to gain share for a model in the CUV segment. The marketing strategy behind the Cox Automotive campaign was to generate excitement by introducing the Model 1 — new to the U.S. market — as a CUV for first-time, adventurous shoppers seeking a vehicle suitable for both city-driving and outdoors enjoyment.

The Strategy A campaign generated triple-digit lifts across key shopping events along the consumer car buyer journey, including a **390% increase in KBB.com research share**. This performance was bolstered by KBB.com promoted content. Shoppers were identified by their research activities on KBB.com, then targeted with KBB.com content promoting the Model 1 as they moved to other sites. Upon returning to KBB.com, shoppers then engaged with OEM content. The coordination of these marketing initiatives resulted in a significant spike in Model 1-related research and shopping activities on KBB.com during the campaign period.

STRATEGY A SHARE SPIKES DURING CAMPAIGN PERIOD



% CHANGE: SHARE OF RESEARCH

% CHANGE: SHARE OF SHOPS

+390% LIFT COMPARED TO PREVIOUS 4 WEEK AVERAGE

+268% LIFT COMPARED TO PREVIOUS 4 WEEK AVERAGE



Model's share of competitive set for new car content and shops (% change sponsorship week versus prior four-week average).

This KBB.com-promoted content, unique to the Strategy A campaign during the month following the homepage takeovers, included Model 1 ads and advertorial content in major online publications including *Rolling Stone*, *Forbes* and *Men's Journal*. **This content helped generate 6.5M impressions and 45K clicks**. Model 1 Autotrader hero panel video content also performed impressively, garnering a 34% play rate with 88% of viewers watching the entire video.

STRATEGY A SHARE SPIKES DURING CAMPAIGN PERIOD

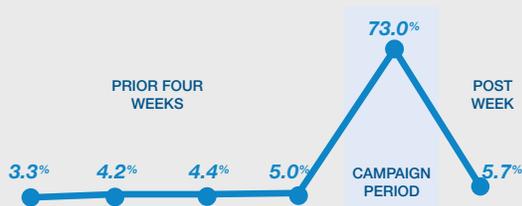


% CHANGE: SHARE OF SEARCHES

% CHANGE: SHARE OF VDPs

+1628% VS 22% BENCHMARK

+264% VS 26% BENCHMARK



Model's share of segment new/all searches and new car VDP views (% change sponsorship week versus prior four-week average); benchmark based on 2016 and 2017 campaigns.

Likewise, Model 1-related Autotrader searches and VDP views during the campaign surpassed all benchmarks (which are based on aggregate results of previous campaigns).

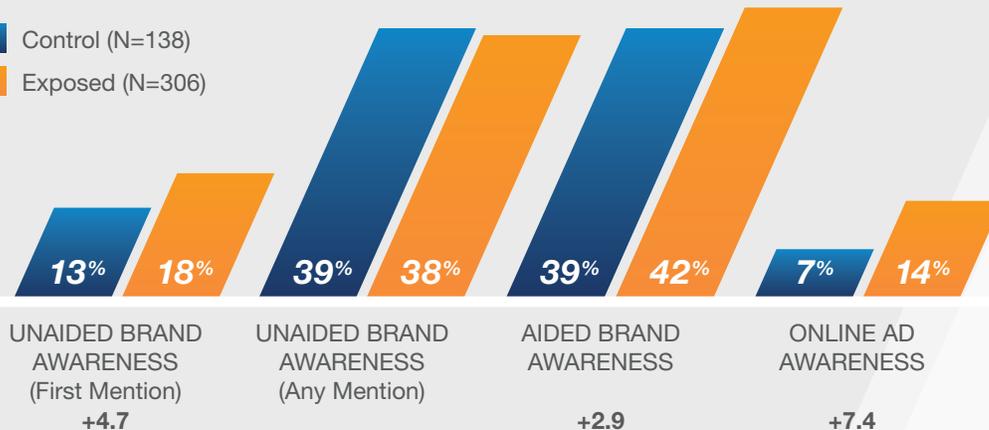
The Strategy A campaign also generated triple-digit growth in incentives research: 73% of Model 1 shoppers were interested in incentive offers – a **286% lift in incentives research** during the campaign that dramatically outperformed interest in incentives for all other models in its segment.

According to a Brand Lift Insights control-exposed survey designed to measure the branding value of online ad campaigns, **the Strategy A campaign effectively doubled online ad awareness.**

STRATEGY A INCREASED ONLINE AD AWARENESS



■ Control (N=138)
■ Exposed (N=306)



Source: 2018 Campaign research provided by Kantar Millward Brown

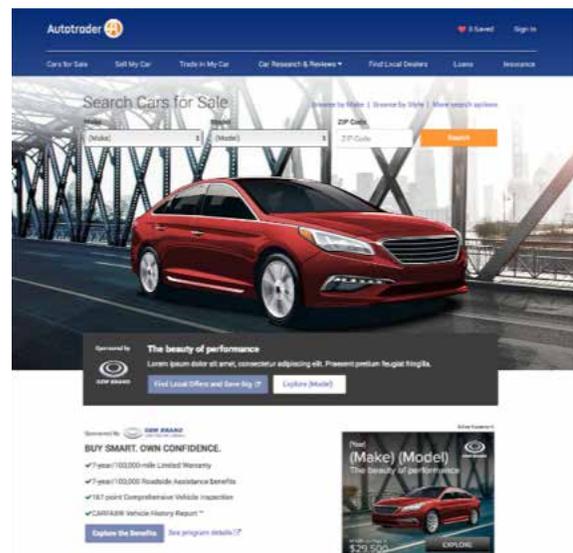
STRATEGY B: EMBRACING THE UNEXPECTED

Strategy B was to gain share for the launch of a new model in North America. The marketing strategy behind the Strategy B campaign was to appeal to younger buyers who prioritize break-the-mold styling and entry-level pricing for robust tech and safety features, such as forward-collision warning, automatic emergency braking and lane departure warning with steering assist.

Strategy B encouraged Model 2 shoppers to embrace the unexpected, and the Autotrader.com and KBB.com homepage takeovers and related campaign tactics surpassed expectations, delivering **over 82 million impressions**. While the Strategy A campaign featured simultaneous week-long takeovers of the Autotrader.com and KBB.com homepages, the Strategy B campaign used a different approach. First, the Strategy B campaign took over the KBB.com homepage, resulting in a **57% increase in new car shops on Kelley Blue Book**. A week later, Strategy B took over the Autotrader.com home page, resulting in a **60% increase in VDP views on Autotrader**. Shoppers who originated on Autotrader alone led to a **31% increase in VDP views on Dealer.com dealership websites during the campaign**.



Not actual advertisement. For illustrative purposes only.



The Strategy B campaign also led to **94K+ click activities** and **433% growth in Model 2-related Autotrader searches**, with similarly impressive increases across all device types. In addition, the Autotrader homepage takeover generated **82K+ clicks driving to the OEM website**.

STRATEGY B INCREASED SEARCHES & VDPs

% CHANGE: SHARE OF SEARCHES

+433% VS +29% BENCHMARK

By device type:



+657%



+92%



+252%

% CHANGE: SHARE OF VDPs

+60% VS +41% BENCHMARK



+171%



+51%



+14%

Model's share of segment new/all searches and new car VDP views (% change sponsorship week versus prior four-week average); benchmark based on 2015 and 2016 Momentum campaigns.

For Strategy B, the “Make” link on the sponsored Autotrader homepage was particularly effective, driving nearly half of OEM “Make” page traffic and spurring a **55% increase in views for the Autotrader OEM “Make” page** – a **49% increase in share across Autotrader**.

The Strategy B takeover of the Autotrader homepage also drove shopper engagement that was significantly higher than benchmarks across desktop and mobile browsers, delivering **3.1 million impressions**.

Model 2 Autotrader search results delivered 603K impressions and 66% of those shoppers who engaged with Model 2 ads across the campaign (homepages, SRP, mobile pages, etc.) clicked to watch a Model 2 featured video. This resulted in **9,685 video views with a 92% completion rate**.

MODEL 2 VIDEO ENGAGEMENT

9,685
VIDEO VIEWS



40
HOURS
VIDEO WATCHED



88%
PLAY RATE



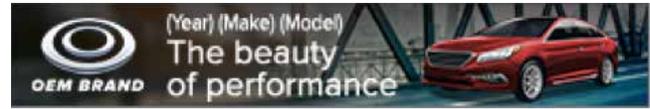
92%
COMPLETION RATE



STRATEGY B CAMPAIGN PERFORMANCE ON KELLEY BLUE BOOK



During OEM B's week-long takeover of the KBB.com homepage, **the Model 2's ranking rose 72 places among all VDPs**. In addition, Model 2 content on the KBB.com homepage generated **10.7 million impressions** and an ad encouraging page visitors to select a paint scheme by "coloring" their Model 2 drove the **engagement of 55,000 shoppers**. A Model 2 banner ad also performed impressively, delivering **8.2M impressions** and driving 9,000 shoppers (who clicked to open the mobile overlay) to the OEM website.

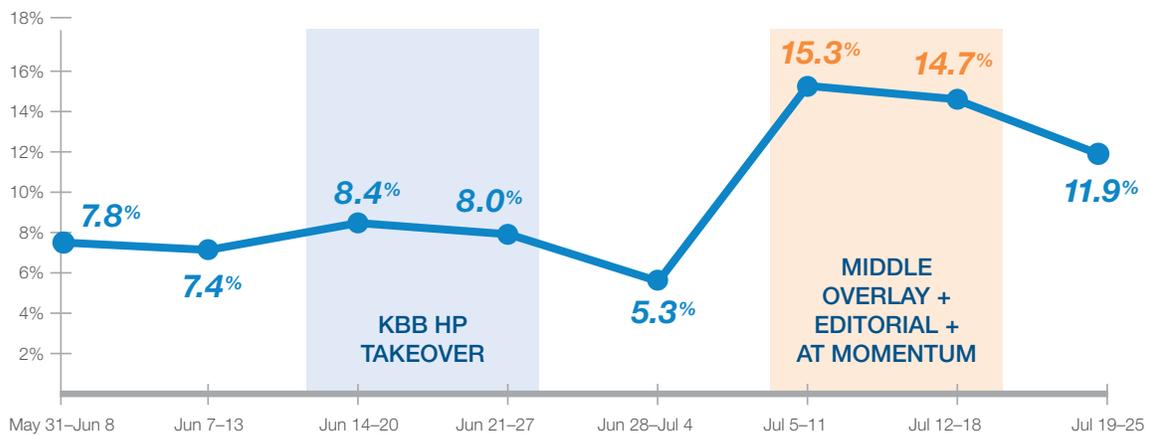


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In the month following the OEM B takeover of the Autotrader and KBB.com homepages, global overlay ads that continued to promote the Model 2 across KBB.com performed **149% over the Non-Luxury benchmark click-through rate**. The combined result of Model 2 global overlay ads and editorial content was a **190% lift in share of new car shopping traffic on KBB.com**.

STRATEGY B INCREASED NEW CAR SHOPPING TRAFFIC

SHARE OF NEW CAR TRAFFIC WITHIN SEGMENT



Source: KBB Omniture

190% lift in share of new car shopping traffic on KBB.com



STRATEGY B CAMPAIGN EXTENSIONS

Strategy B was uniquely supported by ongoing tactics during the month following the homepages takeover. These campaign extensions included Model 2 articles/reviews on the Autotrader and KBB.com homepages and social media content promoted across multiple social channels, including Facebook, Snapchat, Instagram and Twitter, and retargeting shoppers who had viewed the Model 2 on Autotrader and KBB.com. This social media content generated **3.4M impressions** while redirecting shoppers back to Autotrader. **The retargeting campaign alone drove 100% Model 2 SRP growth on Autotrader.**

Editorial content on the KBB.com homepage drove **142.5K views of KBB.com's "Expert Review" of the Model 2.** In addition, hero and slider images, and dedicated landing pages on all 600+ Dealer.com OEM-franchised dealer websites, reinforced the campaign by driving traffic to local inventory.



ABOUT AUTOTRADER

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or certified pre-owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience. Autotrader is part of Cox Automotive Inc.

ABOUT KELLEY BLUE BOOK

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com was ranked highest in its category for brand equity by the 2015 Harris Poll EquiTrend® study, and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is part of Cox Automotive Inc.

ABOUT DEALER.COM

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ABOUT COX AUTOMOTIVE

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¹Source: KBB.com Multi-Tier Advertising Online Study July – September 2013

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