



## Automotive Perspectives

# Using data insights to drive measurable OEM marketing strategies

Automotive marketing has evolved rapidly in the last several years, becoming even more robust and complex. Auto marketers spend considerable time and precious marketing dollars developing advertising strategies that focus on maintaining strong, loyal brand connections with consumers. Meanwhile, with new technologies and new vehicle models entering the marketplace, finding new customers is also a top-of-mind priority. Reinforcing brand loyalty while growing new customers is challenging for any automotive marketer. Finding the right consumers when they can potentially “see or hear” a relevant message has become even more challenging due to new communication channels and the explosion of connected devices.



Televisions



Computers



Tablets



Phones



Average number of connected devices per household.

According to a December 2020 study by Deloitte, there is an average of 25 connected devices for viewing content per household, including televisions, computers, tablets, and phone screens. Advertising becomes more complicated every year, so auto marketers need to continue utilizing traditional communication channels like email, text, social media, and podcasts and include the latest technology available in addressable television and Over-The-Top (OTT) advertising.

## The consumer journey varies by individual

Not only are there more devices and more communication channels to consider these days, but advertisers need to consider that the consumer journey is unique for every individual. So, when advertisers move consumers down the buying funnel, how do they track where consumers are now and where they will be next? For instance, one consumer might see their first marketing message through a television commercial. At the same time, another may read a product review on a website, watch a video, or see sponsored content in their social media feed. Consumers in a buying funnel are like a moving target.

While marketing has become more complicated, there are ways to use today's advancements in data solutions to make the process easier and more effective. At Experian, we've been focused on developing data-driven insights specifically for the automotive industry. We believe we are well-positioned to offer our perspective on how to best use data to help auto marketers develop and measure the most effective marketing campaigns.

### A summary of key definitions:

**Addressable Television:** The ability to show different ads to different households while they watch professionally produced TV content on screen across on-demand, live-streamed, and linear viewing environments.

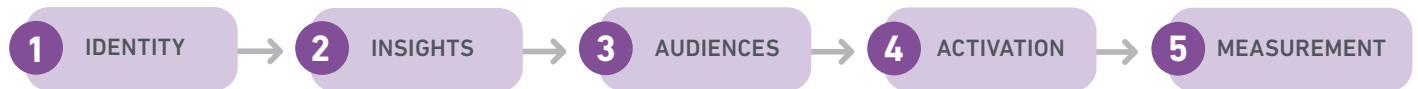
**Connected Television (CTV):** TV that can be connected to the internet; it includes Smart TVs, Apple TVs, devices like Tivo and Roku, gaming consoles like X-Box and PlayStation, and video streaming services (such as Netflix, Hulu, YouTube, or Pandora).

**Over-the-Top advertising (OTT):** OTT content is accessed via the internet, where advertising is delivered through an internet-connected device via providers such as Netflix, Hulu, Amazon, Peacock, etc.

**Real-Time Bidding (RTB):** The buying and selling of online ad impressions through real-time auctions that occur in the time it takes a webpage to load.



## Five key pillars for successful marketing



### 1 IDENTITY

The first pillar of a successful marketing strategy is **Identity**. Advertisers often refer to this as “identity resolution” or “linkage,” which Experian defines as “the ability to stitch together and unify names, addresses, emails, device IDs, cookies, and other identifiers associated with customers.” Identity resolution allows companies to have a single, more precise view of their customers.

Taking fragmented data from multiple sources allows Experian to create individual consumer identities. By integrating identifiers across available touchpoints and devices, our identity solutions provide the foundation upon which behavioral, transactional, and contextual information can be constructed. After matching key identifiers, we enable additional layers of insight by

applying a unique consumer identifier or consumer PIN to each profile. This identifier is then appended to every item of data relating to that customer – allowing all data on the individual to be matched and brought together to create a single view or record of that customer. This is key in keeping track of what we previously referred to as a moving target. Our unified identity enables cross-device engagement and more accurate response measurement and insight by reducing misleading results due to duplicate or fragmented identities and continuity gaps.

The Identity pillar uses data to deeply understand the consumer and build a foundation to create consistent, personalized communication delivered over multiple devices.



2

**INSIGHTS**

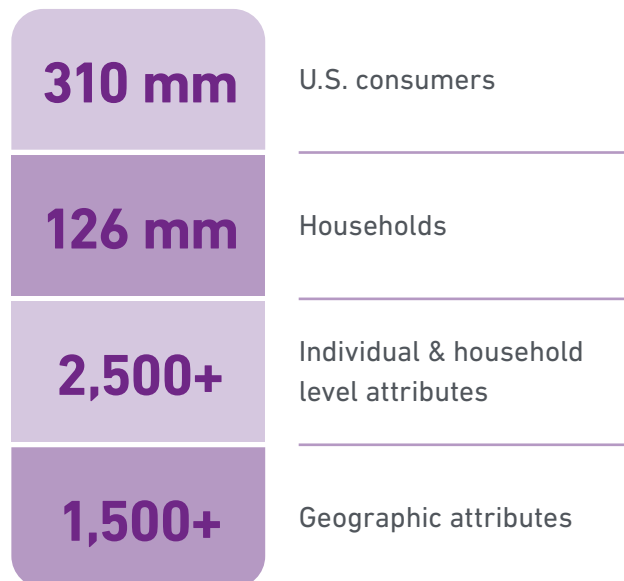
Gaining an abundance of **Insight** into consumers is our second pillar for a successful marketing strategy. For instance, approximately 98% of American households fit into a specific lifestyle segment. We start with Experian’s ConsumerView<sup>SM</sup> U.S. database. This database includes demographics, buyer personas, wants and needs, buying patterns, customer behavior, preferences, attitudes, commonalities, and more. These data insights cover over 310 million U.S. consumers, 126 million households, 1,500+ individual and household level attributes, and 2500+ geographic attributes.

Next, we apply our Mosaic<sup>®</sup> segmentation systems to help you identify and reach those consumers across their preferred channels with clear marketing direction and messaging themes. Mosaic segmentations enable additional layers of insight.

Creating segments helps automotive marketers:

- **Make smarter investment decisions** – knowing which consumers are most likely to buy your products and weeding out those who are not can help you develop a laser focus when deciding how to deploy your resources.
- **Build loyal, long-term relationships with your best customers** – developing and sharing engaging content based on customer preferences will foster brand loyalty. Ultimately, long-term customer relationships are more profitable—and loyal customers are likely to share their experiences with others.
- **Deliver significant return on marketing spend** – knowing the best channels to reach consumers helps eliminate marketing waste.
- **Maintain consistent (and positive) experiences across online and offline touchpoints** – understanding how various lifestyle segments interact with a brand on different devices and channels can help tailor experiences to better match consumers’ unique expectations.

**Experian’s ConsumerView<sup>SM</sup> U.S.**



3

**AUDIENCES**

Our third pillar is **Audiences**. Understanding commonalities among segments of consumers allows marketers to anticipate their best customers' behaviors, attitudes, and preferences to reach them more effectively and efficiently. Who is currently buying your vehicles? Who is likely to buy? Are they young, old, suburbanites, or urbanites? What are their interests or hobbies? Learning about prior customers helps marketers identify audiences more likely to purchase and determine the most effective channels and messages.

Different types of auto audiences available:				
Syndicated	Semi-custom	On-Demand	Auto HyperTargeting <sup>SM</sup>	Custom
600+ audiences by make, model, make & model, price, vehicle.	Combine syndicated audiences with 1000+ lifestyle, demographic, pshychographic, financial and auto.	Look alike audiences, allow your team to create unique audiences using modeled data sets.	Targeted owners of vehicles who will be off-lease, off-loan and/or in positive equity.	Study and leverage your 1st party data with Experian's data to build models specific to your needs.
Virtually on demand	48-hour delivery time	On-demand	Make, top 5 models and all vehicle classes	Full custom engagement
Based on historically successful categories	Improved results	Example: Custom group of makes and models.	Best-in-class results	Unique to your needs and markets

Marketers can use Experian's auto Audiences to help select segments that find consumers most likely to purchase your vehicles. For example, if you need to move mini-vans or SUVs, you can choose a segment that includes families that just added a new child to the family. Pinpointing your audience also leads to more effective marketing spend. Experian's auto Audiences offers powerful marketing insights and audience segmentation overlaid with key automotive in-market identifiers.

Advertisers have access to Experian Audiences in several ways to meet unique needs. Our portfolio of audiences goes beyond auto Audiences to thousands of other types of audiences. Our data scientists can access, combine, create, and activate audiences from our vast portfolio for research, experimentation, and deployment.

## 4

### ACTIVATION

Once key audiences have been identified, marketers can apply data insights to activate targeted marketing campaigns. This is when the **Activation** pillar comes into play. Consumers have an abundance of choices for how, when, and where they spend their screen time, so today's marketers must work smarter to identify the right people and find the most impactful channels to ensure efficiency with the best outcomes.

Experian has operational relationships with multiple media outlets and platforms (Real-Time Bidding (RTB) and private exchanges) across the digital and TV marketing ecosystem. This enables us to activate auto Audiences on behalf of your brand almost anywhere to target your message to your best potential customers.

## 5

### MEASUREMENT

The complexity of the digital consumer journey can create havoc for marketers, and monitoring exposure and attribution across mediums is critical for optimizing marketing spend. Marketing professionals need increasingly precise methods to measure and manage the results of each phase of the buying journey. It's not surprising, then, that our fifth and final pillar is **Measurement**. Measurement is key to determining whether a campaign was a success. How do marketers know what's working, what's not, and learn when an adjustment may be needed to help optimize messages and channels?

#### Optimizing performance is critical for long-term success and measurement:

- Helps identify what drove a customer to a final sale
- Enables marketers to understand better what campaign elements worked best along the customer journey
- Allows marketers to adjust campaigns on the fly to ensure future elements are based on performance
- Helps to secure future marketing budget

#### Measurement is no longer just about the last touch before a transaction. It's about many behaviors along the customer journey:

- Did the ad help drive consumers to a website?
- What did the consumer do once they engaged on the website?
- Did the ad help drive people to an automotive OEM or dealer website?
- Did the consumer go to your dealership or website or a competitor's dealership or website?

Fortunately, technology has evolved to make measurement more precise than ever. Knowing how each channel impacted a final sale is essential with so many touchpoints in the customer journey.

### In closing

Marketers are creating stronger brand connections with consumers, and it's more important than ever to understand available data solutions that allow for more precise, strategic marketing campaigns. At Experian, we have spent years compiling the best data-driven marketing solutions uniquely focused on the automotive market. We call this is the Experian Automotive Engine (EME). We've outlined five key pillars to create more impactful automotive advertising. Our EME solution encompasses a wide array of capabilities in each of the critical areas we've outlined above, helping marketers excel in any or all of them. Whether simple or customized and focused, our EME solutions will help you elevate performance and drive results in your automotive marketing initiatives.

#### Going forward

To learn more about Experian Marketing Engine,™ visit us online at

[www.experian.com/automotive/marketing](http://www.experian.com/automotive/marketing)



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