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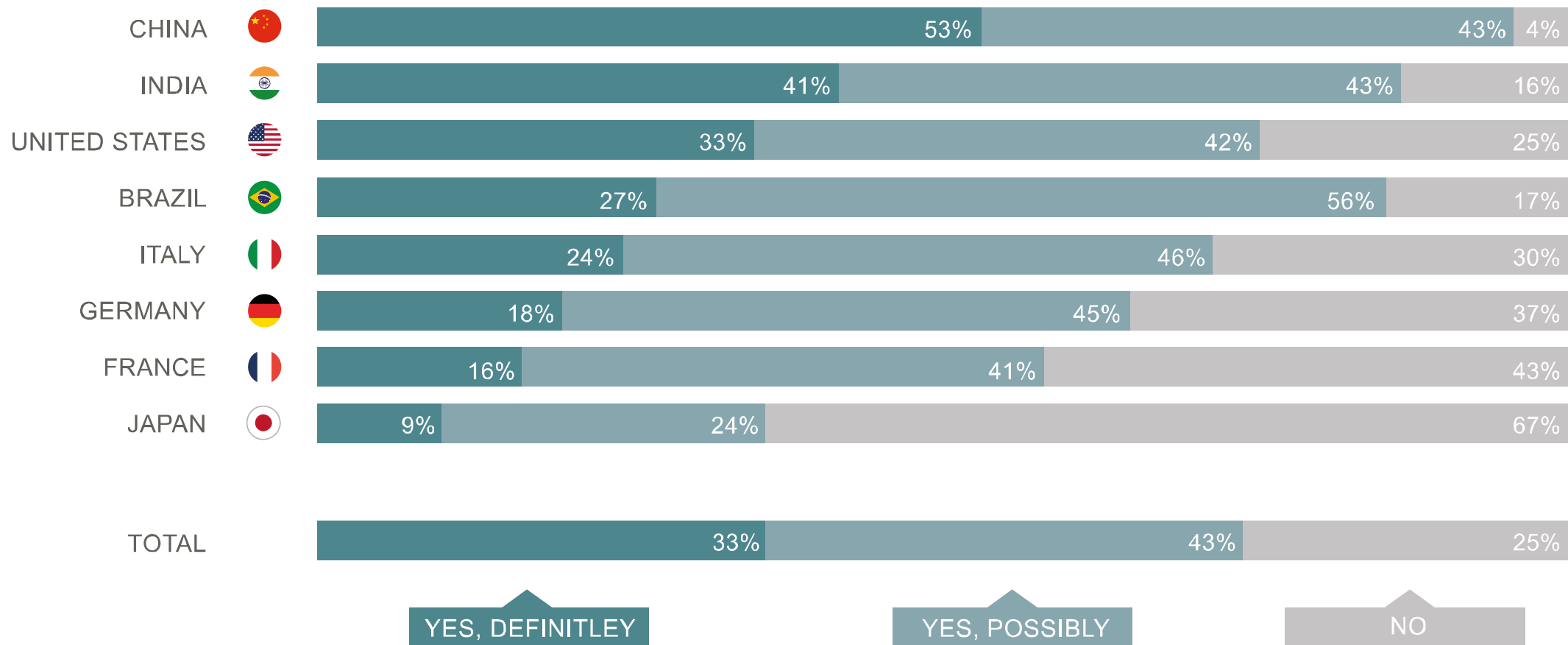
Drives Automotive Performance

Automotive Overview

Criteo is pleased to release our first research study dedicated to the Italian online automotive industry. The study examines the key trends to provide marketers with insights into the consumer path to purchase.








This report covers factors influencing how users search for new cars online, when Italians are most likely to buy, and easy-to-implement practices to maximize revenue from automotive marketing campaigns.

Would you be willing to purchase a car digitally?










What factors and information sources influence your car purchase?

According to buyers

	 ITALY	 GERMANY	 CHINA	 UNITED STATES	 BRAZIL	 JAPAN	 FRANCE
SALESMAN/VISITING THE DEALERSHIP IN PERSON	37%	46%	41%	38%	44%	37%	32%
SEEKING ADVICE/RECOMMENDATIONS FROM FAMILY/FRIENDS OR COLLEAGUES	29%	34%	52%	40%	44%	29%	26%
MANUFACTURERS' WEBSITES	29%	31%	44%	34%	36%	31%	24%
TV REVIEWS	28%	42%	32%	32%	20%	23%	27%
OFFLINE INFO (E.G. REVIEWS IN MAGAZINES SUCH AS CAR AND DRIVER)	26%	31%	42%	34%	35%	22%	24%
MANUFACTURERS' ADS	24%	43%	29%	33%	26%	22%	25%
SOCIAL MEDIA SUCH AS FACEBOOK & TWITTER/CUSTOMER FEEDBACK	16%	43%	30%	32%	18%	27%	27%

How do you research a new car purchase?

	 ITALY	 GERMANY	 CHINA	 UNITED STATES	 BRAZIL	 JAPAN	 FRANCE
I NARROW DOWN THE CHOICE TO 1 OR 2 CARS VIA WEB AND THEN GO TO THE DEALER	40%	43%	41%	38%	29%	25%	24%
I DO MY INITIAL RESEARCH VIA SOCIAL MEDIA (PEOPLE'S REVIEWS/COMMENTS) THEN GO TO THE DEALER	35%	39%	34%	30%	40%	42%	37%
I DO MY INITIAL RESEARCH VIA SOCIAL MEDIA (PEOPLE'S REVIEWS/COMMENTS) THEN GO TO THE DEALER	13%	5%	6%	16%	8%	10%	19%
I DO MY RESEARCH AND THEN I BOOK A TEST DRIVE	7%	4%	7%	10%	19%	5%	18%
I DO NOT USE THE WEBSITE AT ALL – I JUST VISIT THE DEALER AND TRUST HIS/HER ADVICE	5%	9%	12%	6%	4%	19%	2%

Media ad spending share in Italy, by industry



% of Total

FOOD 15.5%

AUTO 11.5%

PHARMA/HEALTH 6.3%

DISTRIBUTION 6.1%

TELECOMMUNICATIONS 6.1%

FINANCE/INSURANCE 5.9%

TOILETRIES 5.5%

PERSONAL CARE 5.9%

BEVARGE/SPIRITS 5.1%

MEDIA/PUBLISHING 5.0%

CLOTHING 4.7%

HOUSEHOLD CARE 3.9%

HOME 3.7%

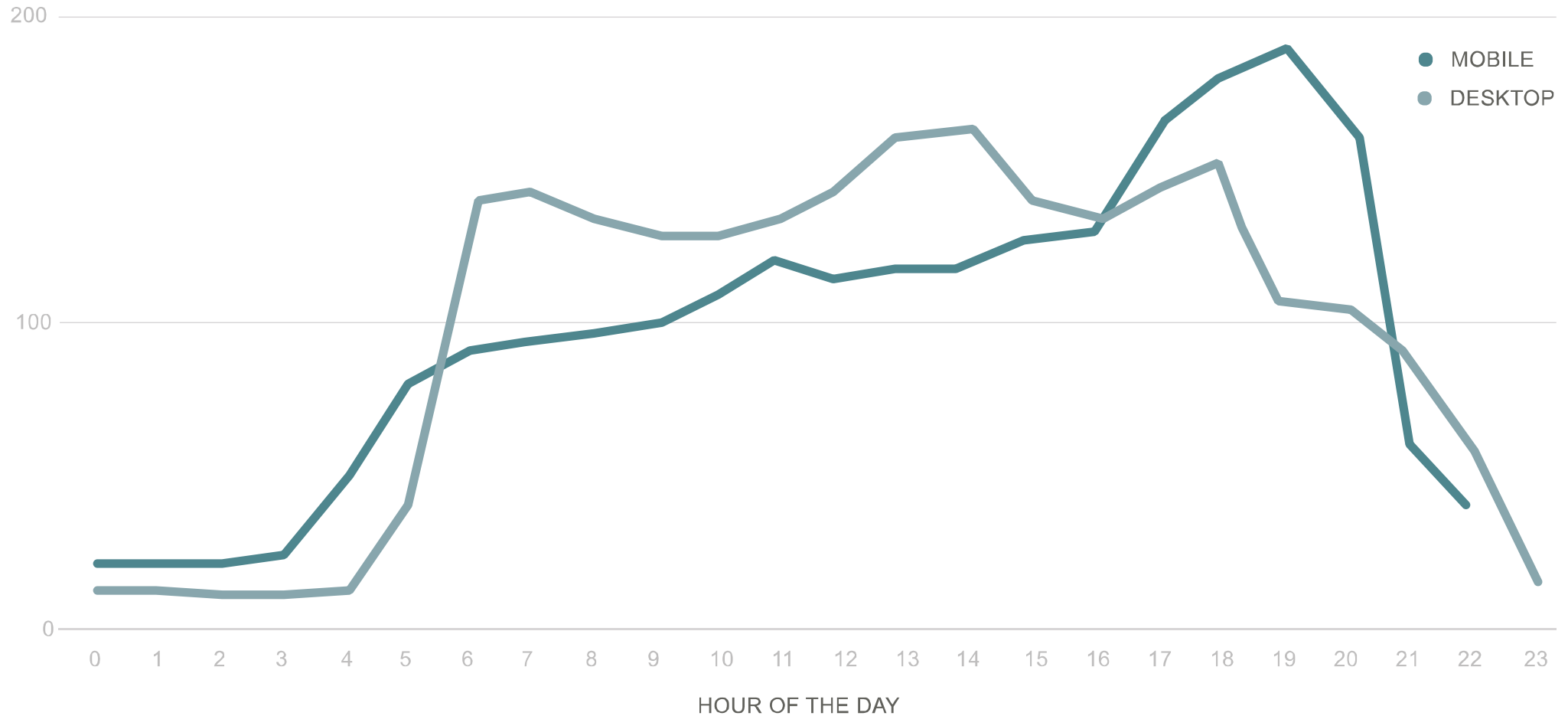
TOURISM/TRAVEL 3.0%

LEISURE 2.4%

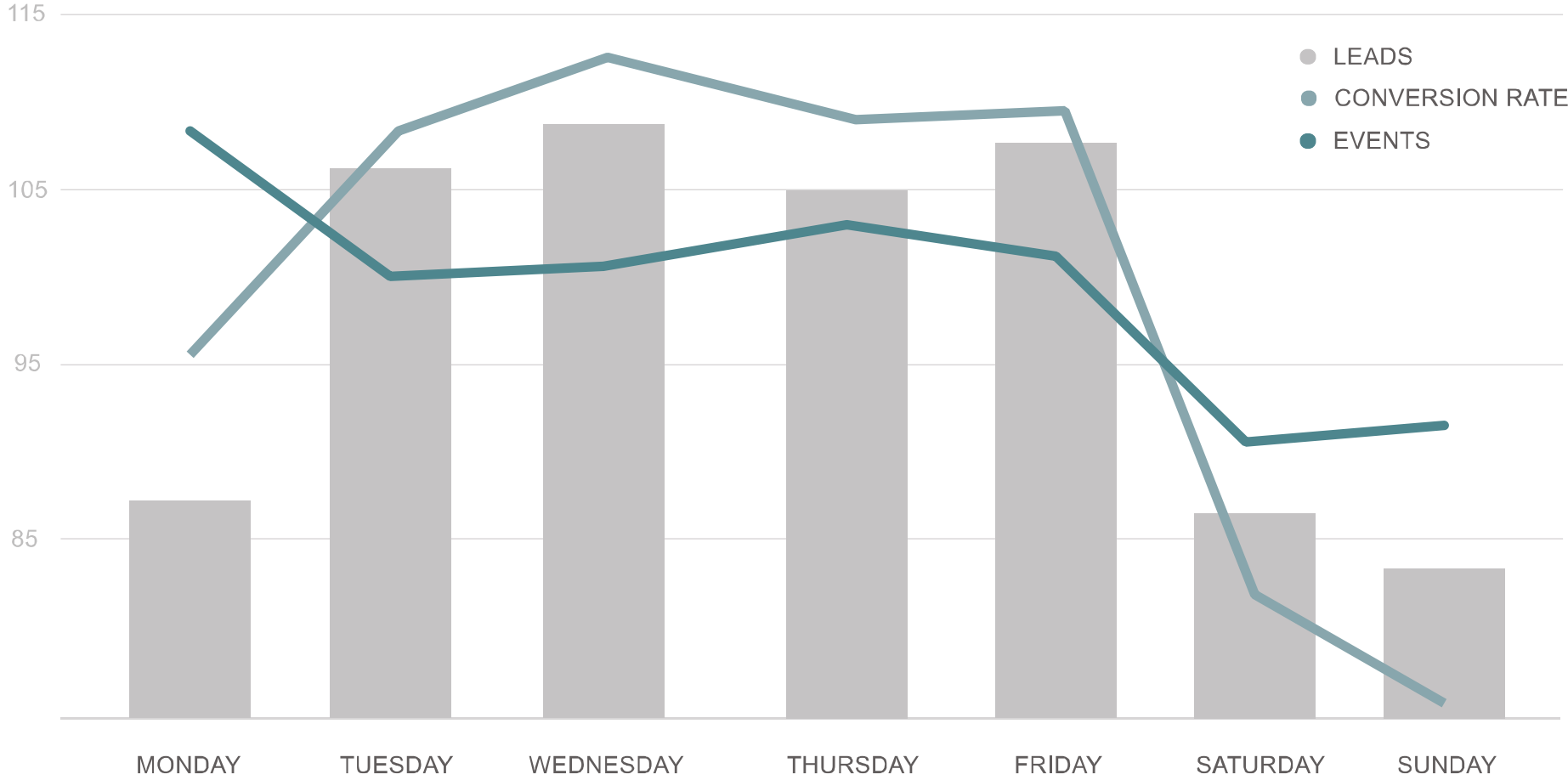
Criteo Insights



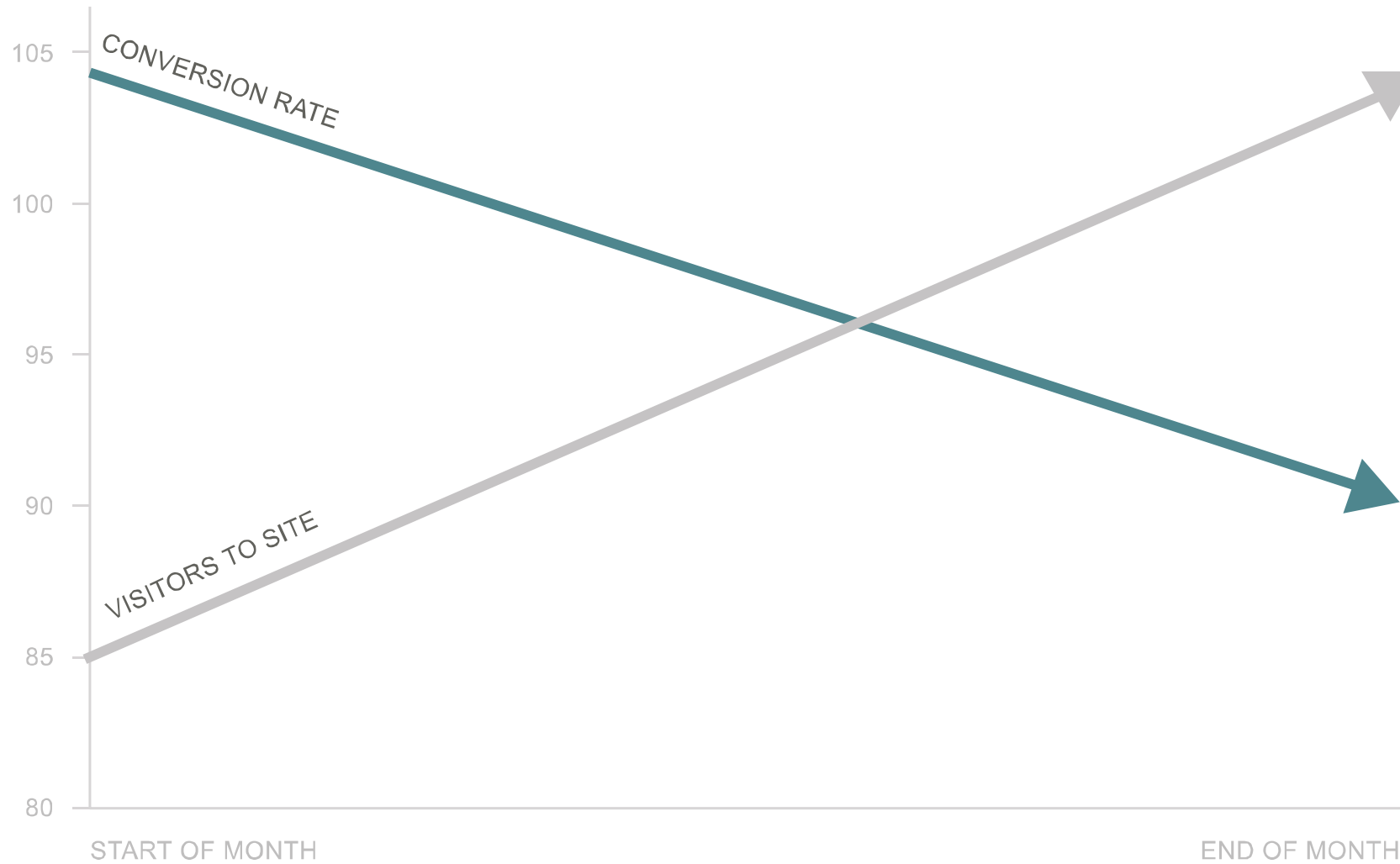
Hourly website hits by device type



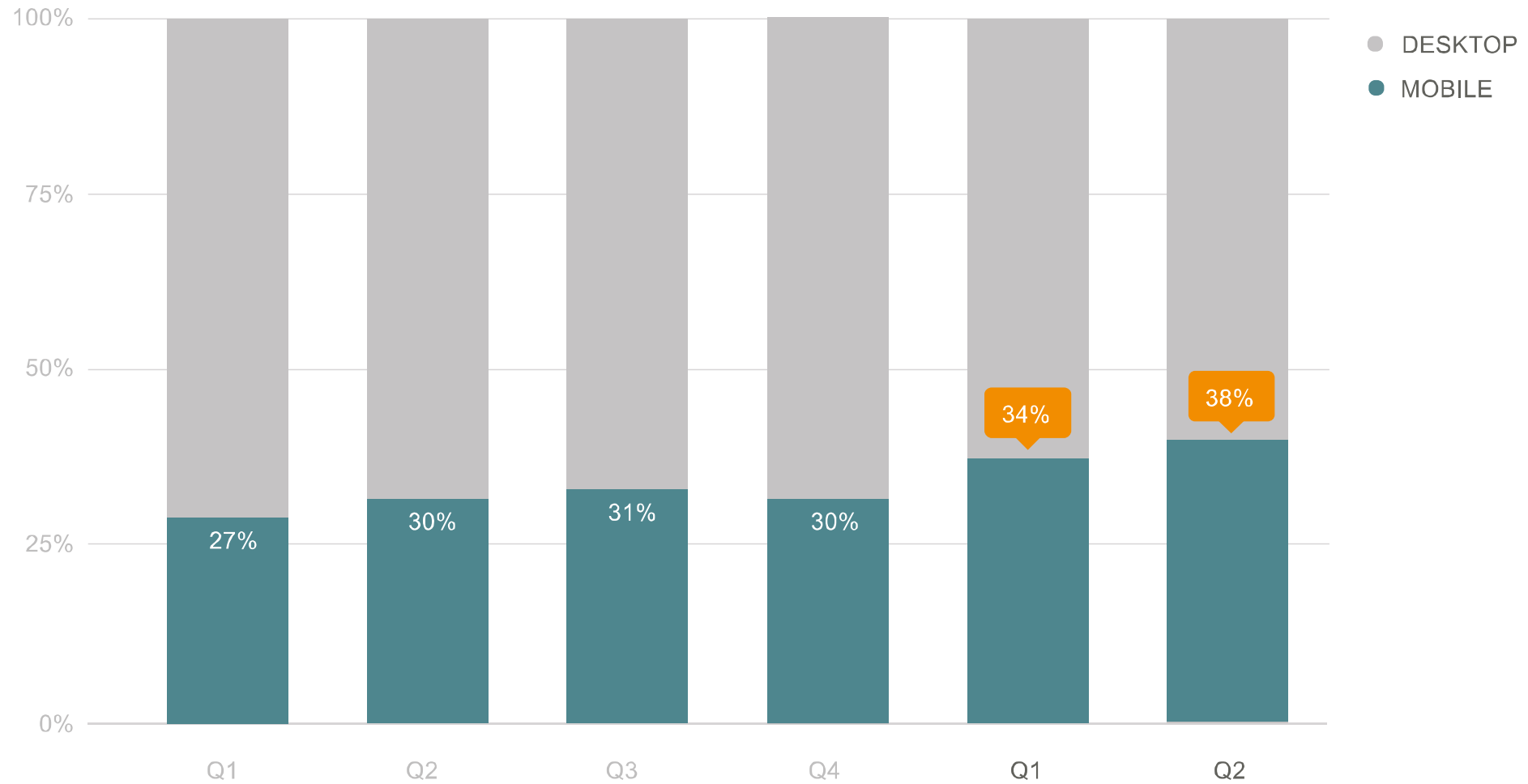
On Monday, people check websites, but they convert during the rest of the workweek



In the first half of the month: fewer visitors but more engaged

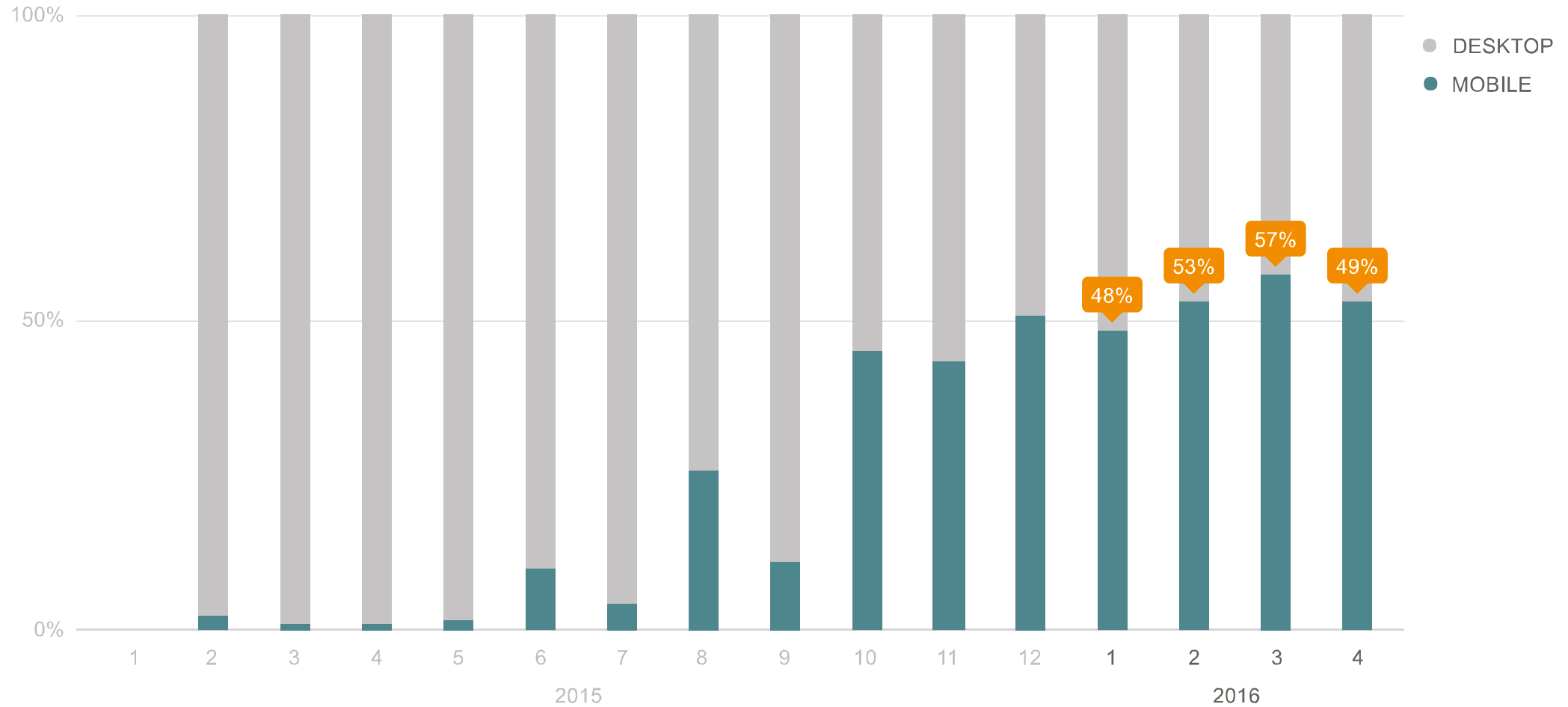


On-site events



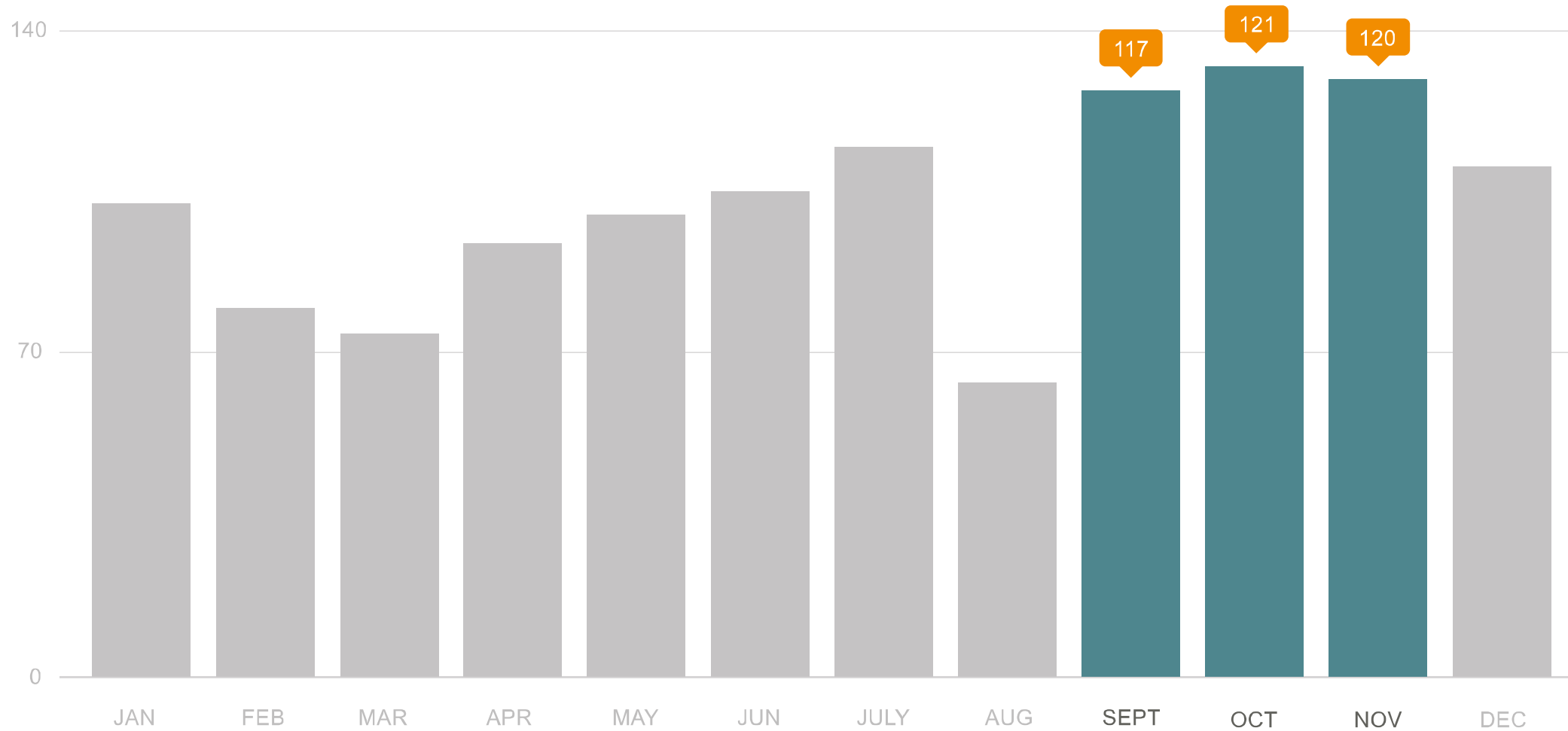
Half of all spending is now mobile

Spending by device



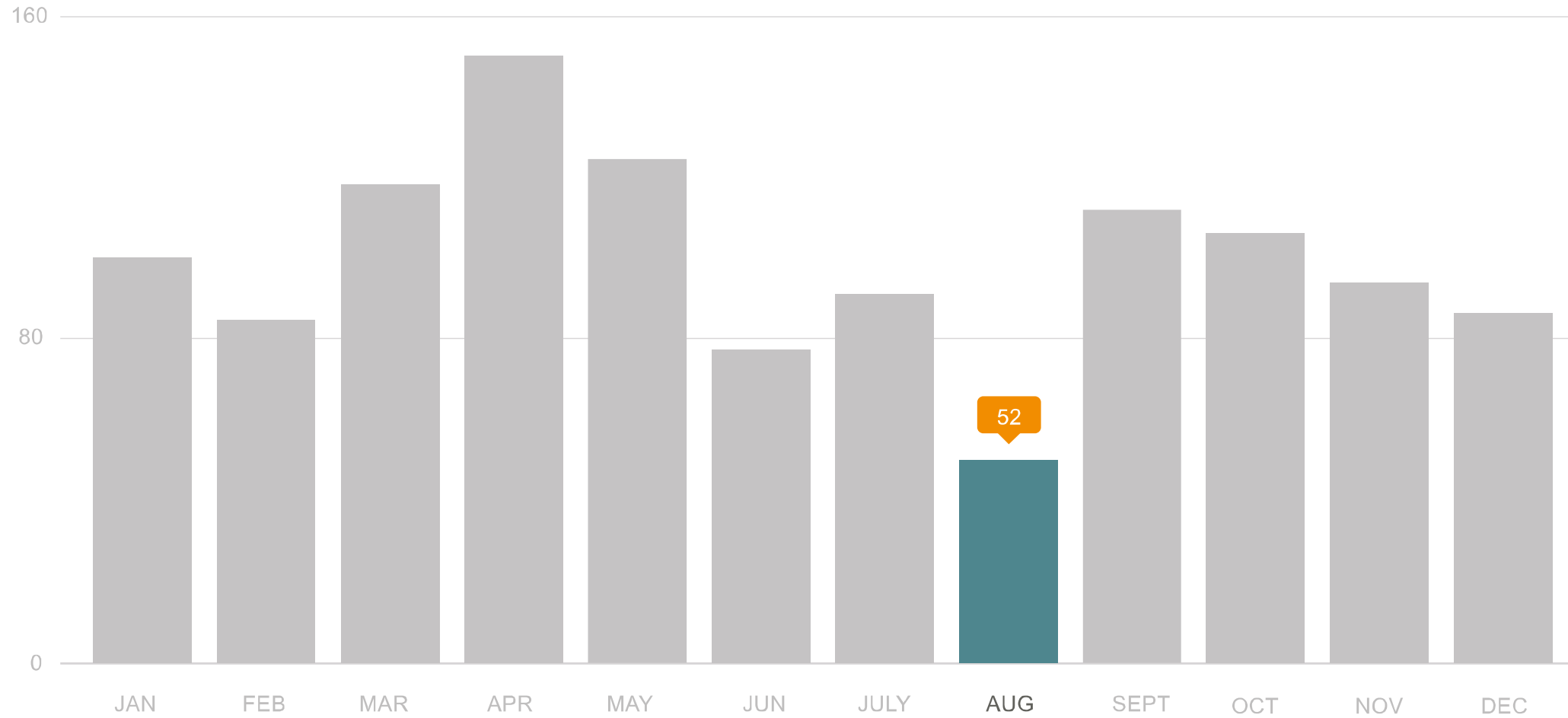
Back to school season brings a lot of page views

Website traffic

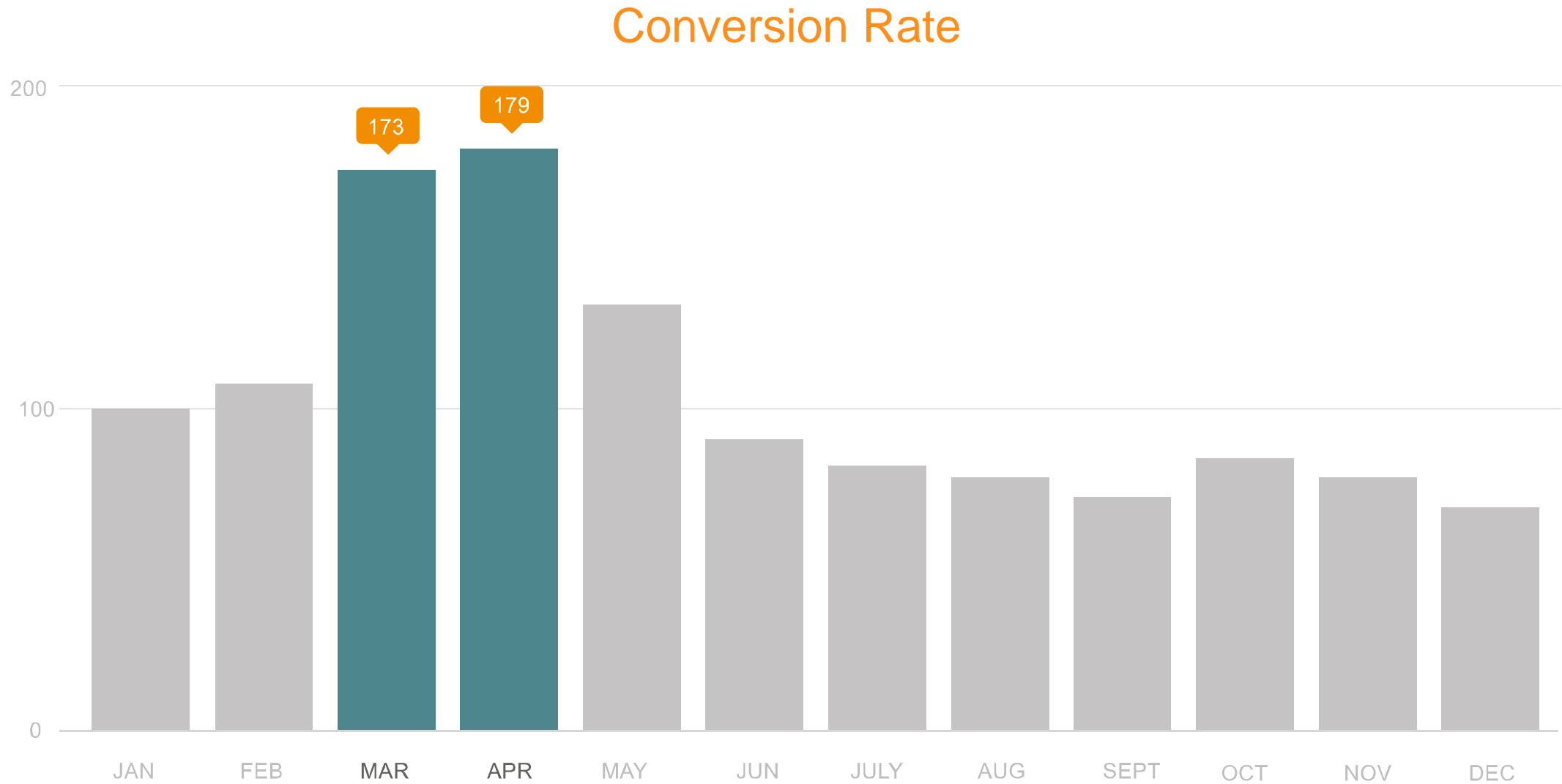


Summer is low season for leads

Leads

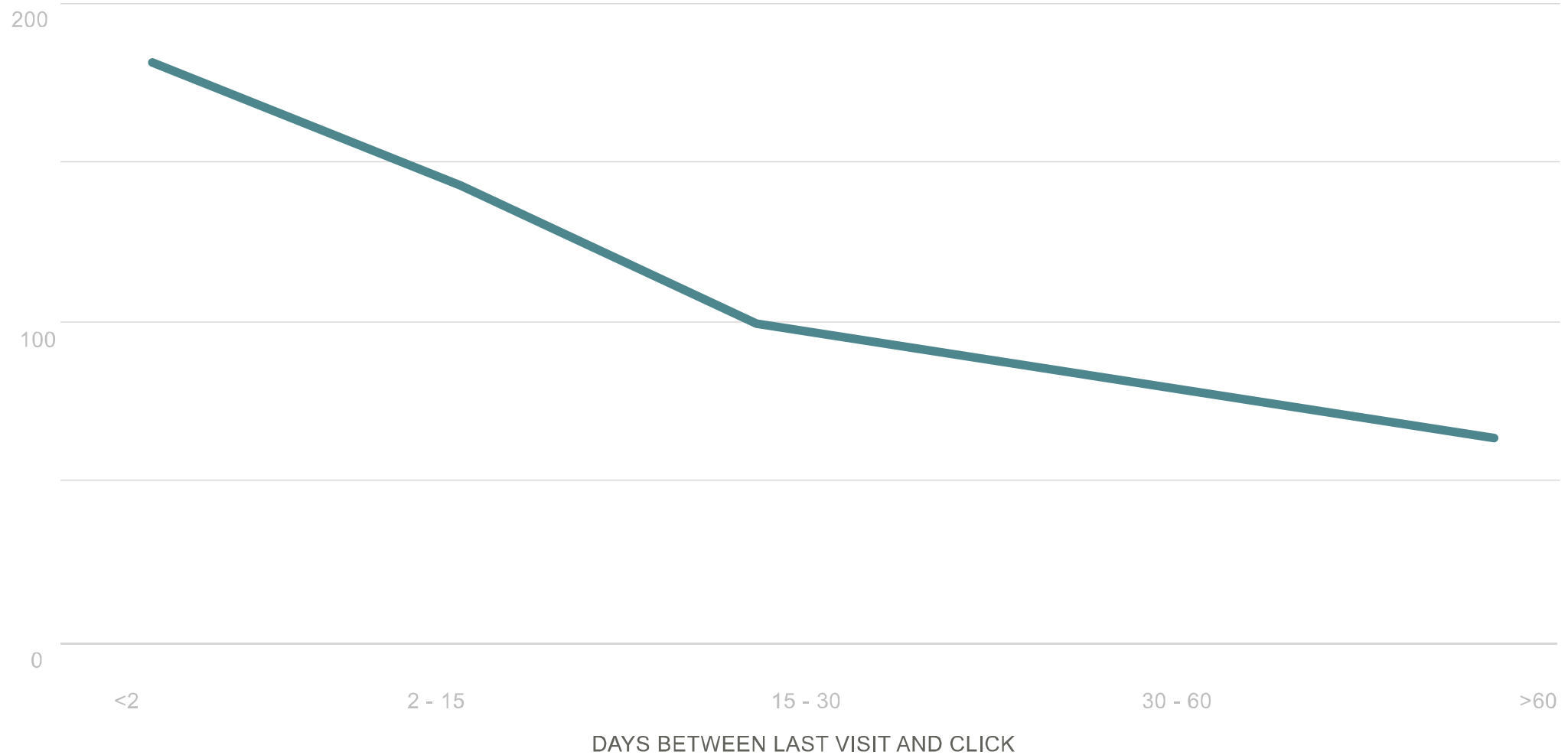


Conversion rates highest in March and April

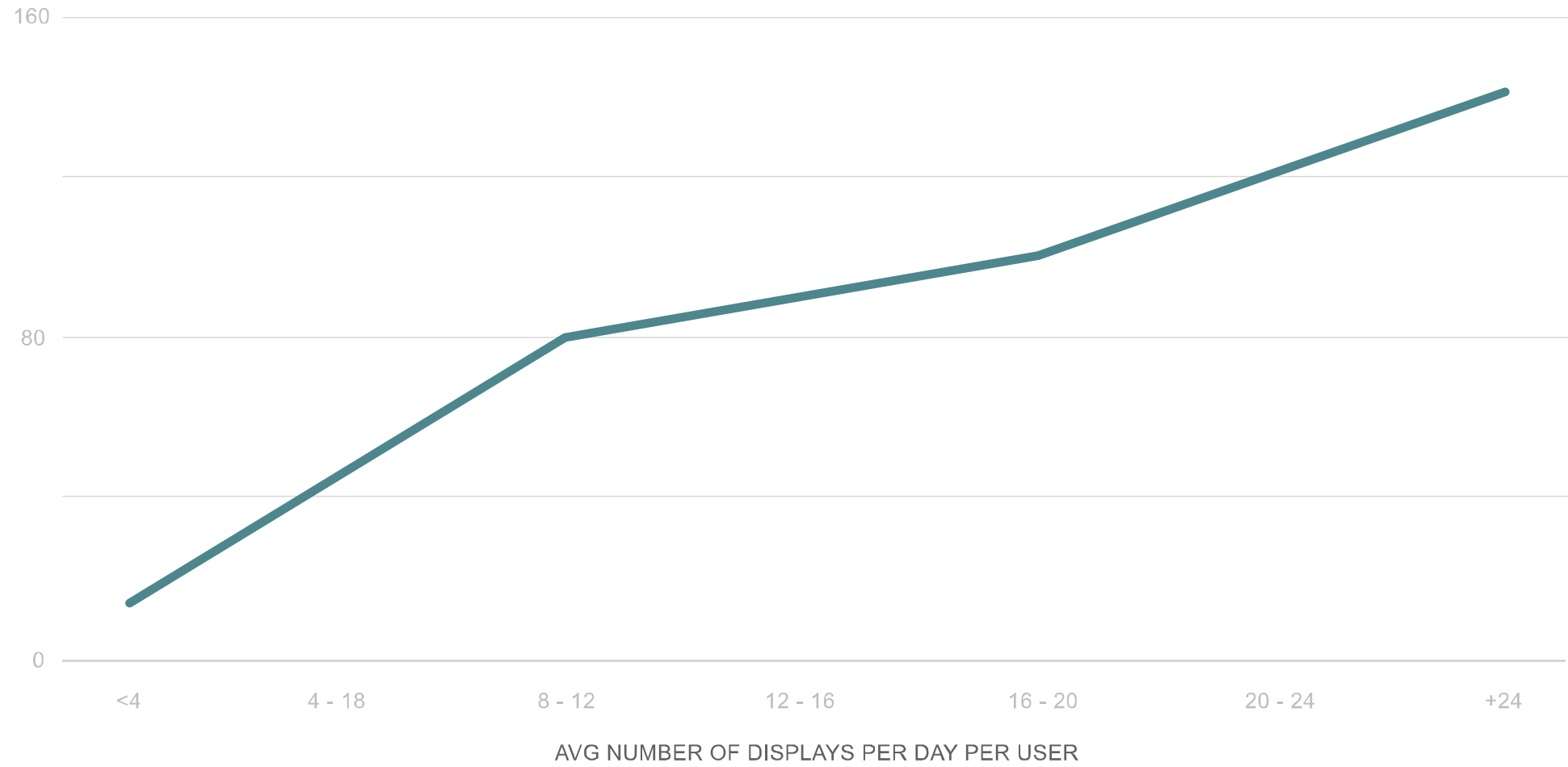


Banners clicks soon after a website visit bring more leads

Conversion rate by recency



Conversion rate by display frequency



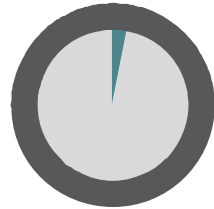


17% of users visited at least one other manufacturer

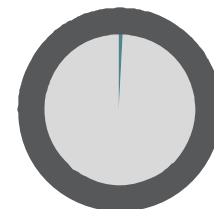
before* requesting an online price quote or test drive



12.5%
2 MANUFACTURERS



3.3%
3 MANUFACTURERS



0.9%
4 MANUFACTURERS

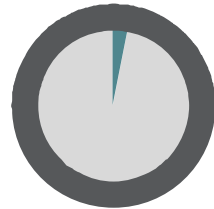


23% of users visited at least one other manufacturer

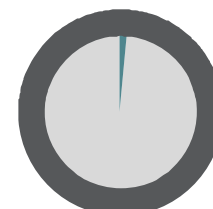
before* visiting your website



16.2%
2 MANUFACTURERS



5.1%
3 MANUFACTURERS



1.6%
4 MANUFACTURERS

Automotive browsers later convert on high tech and show interest in financial services

Conversion rate of users who browsed automotive vs. average



2.67x

HIGH TECH



1.80x

FINANCIAL SERVICES



1.31x

CLASSIFIED ADS



1.18x

RETAIL

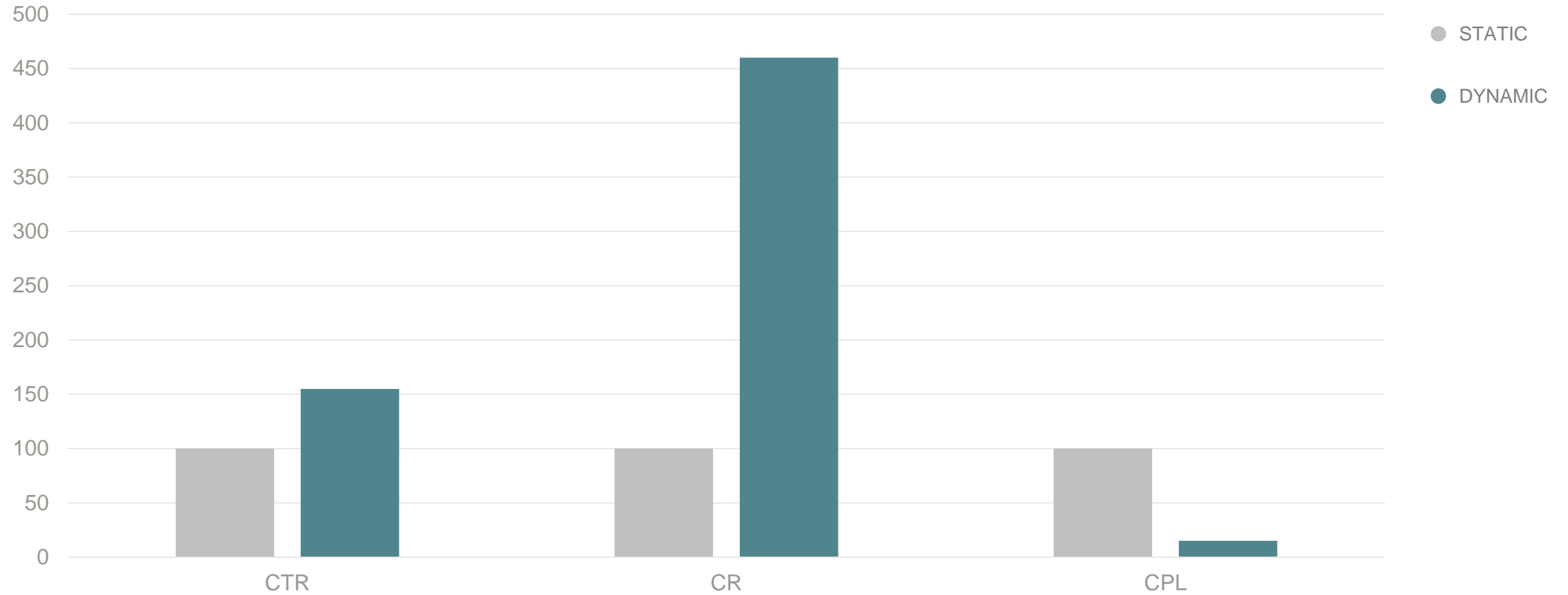


0.97x

TRAVEL

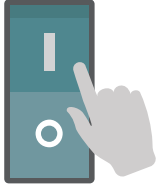
But only high tech browsers are more likely to **convert on auto** than the average user.

Dynamic Banners Dominate



Criteo Tips & Recommendations

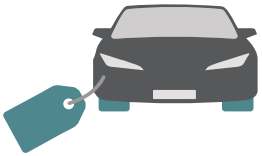




Avoid stop&go

For best results, campaigns should be always on

1



Integrate trackers in all pages for all models

2



Use dynamic banners to cut the costs and boost volume and performance

CR is up to 5X higher

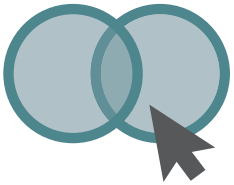
3



Activate Facebook and native formats

Maximize reach and performance

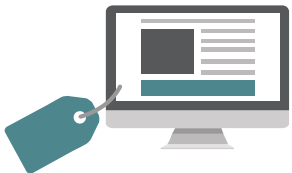
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Merge Campaigns: One Campaign = One CPC

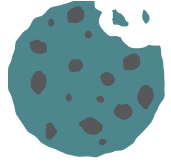
You will see higher volume and better performance if you let the Criteo Engine automatically choose the right bid for each user based on the level of activity

5



Tag all websites to make the most of all your traffic

6



Think users, not cookies

Use cross device technology to match users across all devices

7



Target the full funnel

Transform visitors who have already converted into loyal customers by engaging them in all steps of the funnel

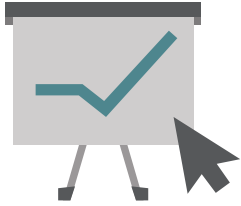
8



Re-engage lapsed users

Mid funnel campaigns engage users who have visited your website but have not come back for the last N days

9



Boost your traffic

Capture new, valuable users with an affinity campaign

Affinity campaigns allow you to engage new users that are similar in behaviour to your users

10



Maximise your reach with webcover

Webcover = Branding-like campaigns that allow you to maximize reach on Criteo's cookie pool in a short period of time. You can also differentiate your marketing message whether the user is engaged, lost or new

11



Capture iOS users

EBS technology lets you target this high-value audience

12



Thank you!

For more information contact
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criteo.