

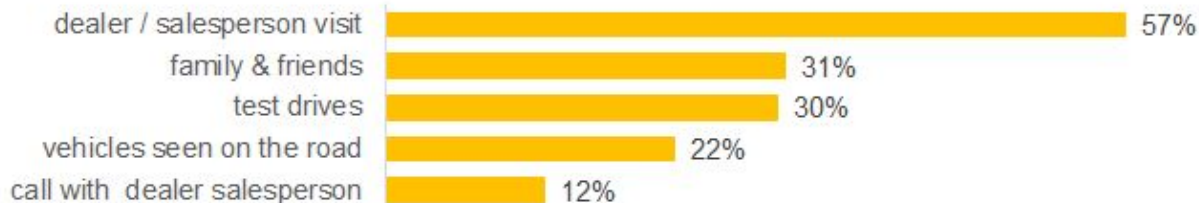


Wilbert Philippo
Partner InfoTrade Automotive Marketing

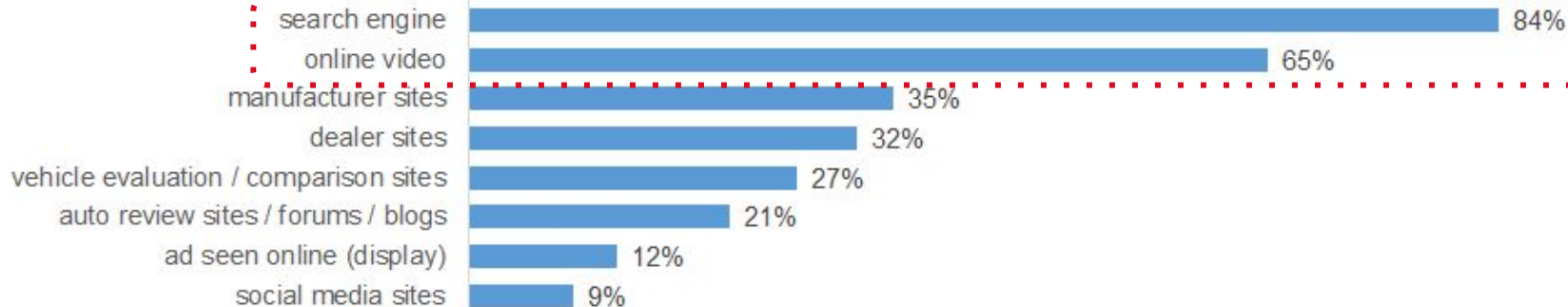
| Je wint het in de showroom als...

| Gebruikte bronnen bij aankoop van een auto

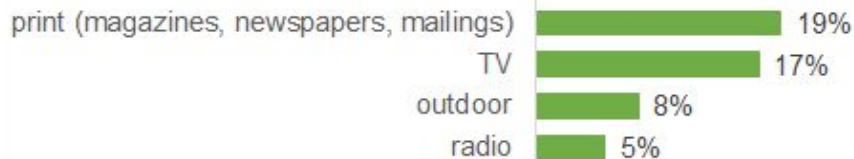
in person:



online:



offline:



Het kruimelpad naar aankoop



Stacy's car-buying journey included over 900 digital touchpoints* in a 3-month period



Occurred on Mobile



139 Google Searches



14 YouTube Videos



89 Images



69 Dealer Interactions



186 Manufacturer Interactions

Explored
14 Brands



Considered
6 Brands

Decided Between
2 Brands

*Touchpoints = searches, website visits, video views, clicks

1 Methodology: Google partnered with Luth Research. Luth analyzed the digital activity of its opt-in panel participants. This article details the cross-device clickstream data of one individual named Stacy over a period of three months.

The low number of dealer visits and test drives indicate that the decision journey itself happens before

Dealership visit metrics (*global averages*)

1.6

Average number of visited dealers

1.8 - Latin America
 1.8 - Middle East
 1.6 - APAC
 1.5 - Europe
 1.5 - Australia
 1.4 - North America

1.7

Average number of test drives

2.0 - Middle East
 1.9 - Australia
 1.8 - North America
 1.8 - Latin America
 1.7 - APAC
 1.5 - Europe

| Hoe vind je nu die potentiële klant op het juiste moment?

**| Met de artificial
intelligence van
Google en
Facebook!**

| **Expert tips voor 2021:**

- **Genereer data!**
- **Gebruik Call Tracking**
- **Implementeer Store Visits**
- **Combineer zoek, display en video campagnes**
- **Maak maximaal gebruik van de AI van Google**