

# Auto Shopping Moments Every Brand Must Own

## IS-IT-RIGHT-FOR-ME



Trunk space and towing capacity search interest, for example, is up 15% and 30% respectively, year-over-year.<sup>6</sup> Panoramic sunroof and backup camera is up 31% and 23% respectively, year-over-year.<sup>7</sup>

**2X** **test drives • highlights • walkthroughs**  
Time spent watching these kinds of auto videos is up nearly 2X in the past year alone.<sup>8</sup>

**37%** Search interest for "pictures of [automotive brand]" is up 37% year-over-year.<sup>9</sup>

**80%** 80% of these searches are happening on mobile.<sup>10</sup>

Manufacturer websites fill a crucial role, helping shoppers understand various packages, equipment options, and helping them build 'their own' vehicles with configurators. Even on smaller mobile screens, configuration searches are 3X higher than last year.<sup>11</sup>

## WHERE-SHOULD-I-BUY-IT

And of those that used their mobile devices as part of the purchase process, one in three located or called a dealer on their mobile device.<sup>20</sup>

**84%** **are dealers open Sunday?**  
Beyond the "where," shoppers also look for the "when" and "what." Search interest for "are dealers open Sunday," for example, is popular, particularly on mobile phones (making up 84% of those searches).<sup>21</sup>

The visit to the nearby car dealership remains a crucial step in the journey. In fact, search interest for "car dealerships near me" has doubled in the past year.<sup>19</sup>

**4X** Search interest for inventory, to find if the right car is in stock, is growing more than four times faster than overall auto search interest.<sup>22</sup>

**2X** **dealer-ships near me**

And while websites and apps can often answer those questions, sometimes a good old fashioned phone call is still the way to go — with search interest in dealer phone numbers up over 78% in the past year<sup>23</sup> (the majority of which, not surprisingly, happen on mobile<sup>24</sup>).



Whereas dealership review searches happen more on desktop during the week, mobile becomes the preferred method on weekends, making up 56% of searches.<sup>25</sup>

## WHICH-CAR-IS-BEST

Six out of ten car shoppers enter the market unsure which car to buy.<sup>2</sup>

### YouTube

**69%** Of people who used YouTube while buying a car, 69% were influenced by it — more than TV, newspapers or magazines.<sup>3</sup>

**3,000,000 HOURS**

Auto review videos on YouTube have been watched more than 3M hours in the first 9 months of 2015, of which more than 1.2M were on mobile, more than 2X as many as last year.<sup>4</sup>

## CAN-I-AFFORD-IT



Search interest for MSRP & list prices is at its highest levels ever, growing 25% in the past year<sup>12</sup>, driven in large part by mobile, which accounts for 70% of these searches.<sup>13</sup>

For many shoppers, the value of their current car is just as important as the price of the new one. Search interest in trade-in value was at record levels this summer — up 17% in July.<sup>14</sup>

**FEB 15**

Seasonality also plays an important role. Every February, for instance, we see a spike in search interest for cars "for sale under [given amount]," possibly due to people anticipating a big tax return.<sup>17</sup>

**25%**  
**msrp & list price searches**



Summer is another important seasonal moment. When the temperatures rise, so does interest in car shopping. Search interest for "lease deals" peaked this summer, up 20% compared to last year.<sup>18</sup>

## AM-I-GETTING-A-DEAL

Today, half of all car shoppers with mobile devices use their smartphones while at the dealership.<sup>27</sup>

**46%**  
**mobile searches**  
from dealership lots increased 46% in the last year.<sup>26</sup>



The top action people perform with their phones while on the lot, not surprisingly, is confirming that they are getting a good price on a vehicle.<sup>28</sup>

Searches for Kelley Blue Book and competing dealers occur more often when at the dealership.<sup>29</sup>

### Sources:

<sup>1</sup> 2015 Google / TNS Auto Shopper Study - United States. Consumer Barometer n=500  
<sup>2</sup> Automotive Shopper Path to Purchase, Millward Brown Digital and Polk, September 2015  
<sup>3</sup> TNS Media Consumption Report  
<sup>4</sup> Google Internal Data, January–September 2015 vs. January–September 2014, United States. Classification as a "car review," "what's in my car," or "car tour" video was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube  
<sup>5</sup> Google Trends, United States, July 2015 vs. July 2014  
<sup>6</sup> Google Internal Data, January–September 2015 vs. January–September 2014, United States. Classification as a "car review," "what's in my car," or "car tour" video was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube  
<sup>7</sup> Google Trends, United States, September 2015 vs. September 2014  
<sup>8</sup> Google Internal Data, September 2015, United States  
<sup>9</sup> Google Internal Data, September 2015 vs. September 2014, United States  
<sup>10</sup> Google Internal Data, September 2015, United States  
<sup>11</sup> Google Internal Data, September 2015 vs. September 2014, United States  
<sup>12</sup> Google Trends, January 2004–September 2015, United States  
<sup>13</sup> Google Internal Data, September 2015, United States  
<sup>14</sup> Google Trends, United States, July 2014 vs. July 2015  
<sup>15</sup> Google Trends, United States, January 2009–September 2015  
<sup>16</sup> Google Internal Data, August 2015, United States  
<sup>17</sup> Google Trends, United States, January 2004–September 2015  
<sup>18-19</sup> Google Trends, United States, July 2015 vs. July 2014  
<sup>20</sup> Automotive Shopper Path to Purchase, Millward Brown Digital and Polk, September 2015  
<sup>21</sup> Google Internal Data, September 2015, United States  
<sup>22</sup> Google Trends, United States, September 2015  
<sup>23</sup> Google Trends, United States, August 2015 vs. August 2014  
<sup>24</sup> Google Internal Data, August 2015, United States  
<sup>25</sup> Google Internal Data, September 2015, United States  
<sup>26</sup> Google Internal Data, August 2014 and August 2015, United States. Aggregated anonymized internal data from a sample of U.S. users that have turned on Location History. Queries were considered as being "from" a location if they occurred within one hour of a user visit to a car dealership.  
<sup>27</sup> 2015 Google / TNS Auto Shopper Study - United States. Consumer Barometer n=500  
<sup>28</sup> Automotive Shopper Path to Purchase, Millward Brown Digital and Polk, September 2015  
<sup>29</sup> Aggregated anonymized internal data from a sample of US users that have turned on Location History. Queries were considered as being "from" a location if they occurred within one hour of a user visit to a car dealership. September 2015.  
<sup>30-31</sup> Automotive Shopper Path to Purchase, Millward Brown Digital and Polk, September 2015