J.D. POWER

J.D. POWER 020 ANALYTICS

020 Campaign Analytics

Continued strong growth puts the automotive industry on track to become the second-largest spender in paid online and mobile media, estimated to be $7 billion by 2015. Such industry growth elevates the competition among third party automotive sites, online publishers and ad networks, putting a much larger emphasis on the need to quickly understand the exposure of online ad campaigns on your site or network against actual vehicle sales. Having the ability to illustrate this impact and improve your clients' ad campaigns will be critical in helping to acquire, and retain, automotive advertising investments.

Founded on the principles of protecting privacy, this product's proprietary, patent pending methodology merges anonymous online data (non-PII) with offline purchase data to provide clients with key metrics and analysis.

The Solution

J.D. Power's **Online-to-Offline (020) Campaign Analytics** solution uses a proprietary and privacy-safe methodology to measure the performance of ad campaigns by linking online consumer behaviors with offline retail sales data collected by the *Power Information Network® (PIN)* from J.D. Power.

This unparalleled data analytics capability enables a unique level of speed, depth, and transparency in accurately evaluating ad campaign performance among sites, tactics, creative and targeting segments against key metrics including:

- Vehicles sold
- Purchase index
- Percentage of buyers reached
- Demographics

The Benefits

This report allows publishers and networks to identify campaigns shoppers are exposed to before they buy their vehicle, allowing you to:

- **Measure:** Validate campaign effectiveness among automotive buyers
- **Optimize:** Improve campaigns and targeting based on clients' campaign strategy, including placement
- **Test and Validate:** Validate sales impact of campaigns for future campaign dollars
- **Get Faster Feedback:** Gain access to the fastest source of real-time buyer behavior
- **Remain Unbiased:** Obtain insight and opportunities for improvement from an objective third party that does not involve other sales solicitations

For more information about our products and services, please contact:

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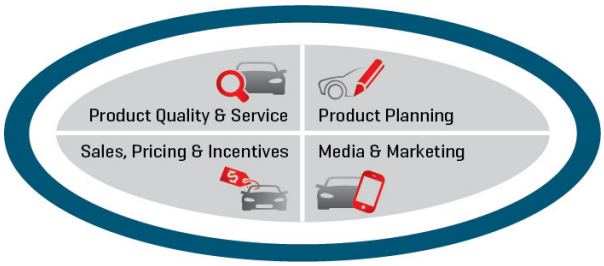
J.D. Power Industry Solutions

For more than 45 years, J.D. Power has been a trusted advisor to the automotive industry, measuring the Voice of the Customer and providing valuable industry analyses. Our full suite of solutions is designed to help automotive clients achieve their highest performance in the areas of:

- Product quality and service
- Product planning
- Media and marketing
- Sales, pricing, and incentives



J.D. Power's Automotive Media and Marketing Offerings include:

Online-to-Offline (O2O) Campaign Analytics

Measure the performance of online ad campaigns using the metric that really matters, actual vehicle sales. With O2O, marketers can see which makes, models and types of vehicles were purchased by consumers exposed to the campaign. Marketers gain valuable insights into the performance of data segments, ad inventory, placement, and other campaign KPIs. Utilizing near real-time sales data collected by the *Power Information Network® (PIN)* from J.D. Power, O2O provides a unique level of speed, depth, and transparency that offers marketers the actionable insights they need to improve the performance and ROI of online advertising campaigns.

Automotive Media and Marketing Report (AMMR)

A comprehensive strategic perspective for targeting new-vehicle drivers through marketing insights and media consumption patterns, including broad reaching digital and social channels as well as a deep dive into their attitudinal and lifestyle preferences. This study, conducted semiannually, has a robust sample of over 30,000 new vehicle drivers which allows cuts of the data by segment, make, model and region.

Manufacturer Website Evaluation Study (MWES)

Conducted semiannually, examines the features and content of OEM- hosted websites that shoppers find useful and engaging when shopping online for a new vehicle. The study identifies trends and best practices, ranking OEM sites on performance in navigation, speed, appearance, and content/information, helping determine what is most important to vehicle shoppers and most effective in driving traffic to the showroom.

Third-Party Automotive Website Evaluation Study (TPAWES)

Examines the features and content of third-party automotive websites that shoppers find useful and engaging when shopping for a vehicle online. It will help third-party automotive websites identify improvements to make their site more competitive. The study identifies trends and best practices, ranking Third Party websites on performance in navigation, speed, appearance, and content/information, helping determine what is most important to vehicle shoppers.

Automotive Mobile Site Study (AMS)

This study examines the features and content of OEM-sponsored and Third-Party mobile sites. The study identifies trends and best practices, ranking OEM-sponsored and Third Party mobile sites on performance in navigation, speed, appearance, and content/information, helping determine what is most important to vehicle shoppers.

New Autoshopper Study (NAS)

A comprehensive analysis of automotive consumer shopping patterns across digital devices (computer, tablet, and smartphone) and platforms, including the traditional Internet, mobile Internet, and mobile apps. The study examines how shoppers use digital automotive information during their new-vehicle shopping process, including which sites they visit, what types of content they search on those sites, and which sites they report as most useful.

Avoider Study

Examines why new-vehicle buyers disregard models in the same competitive segment as the model they purchase, or eliminate them from consideration when shopping for a new vehicle.

Voice of the Customer Text Analytics

J.D. Power's state-of-the-art text processing technology analyzes all of your company's unstructured text and open ended comments—gathered from any source—and provides actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

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