



O2O Website Analytics

Consumer shopping behavior is constantly evolving in today's digital world. Not only are more and more shoppers using the Internet to shop for a new vehicle, but how they are using the Internet to arrive at their purchase decision also continues to change. While there are many analytical tools that measure website performance, publishers still speculate about the effectiveness of their website investments. This makes it difficult to understand a website's true impact on automotive sales and justify premium rates for advertising space.

The Solution

J.D. Power's **Online-to-Offline (O2O) Website Analytics** solution measures the performance of a website in terms of vehicle sales. This measurement enables publishers to better sell their inventory and make improvements to their sites. This analysis is conducted by using a proprietary, privacy-safe methodology that links online consumer website behaviors with offline retail sales data collected by the *Power Information Network® (PIN)* from J.D. Power.

This unparalleled data analytics capability provides publisher websites with an industry benchmark to identify the behavior of verified vehicle buyers against such key metrics as:

- Make, model, and vehicle segments purchased
- Vehicles sold
- Purchase index
- Percentage of buyers reached

The Benefits

The O2O Website Analytics report allows automotive sites to identify which Key Performance Indicators (KPIs) shoppers are exposed to before they buy their vehicle, allowing sites to:

- **Grow Revenue:** Obtain insights and opportunities for improvement from an objective third-party source that can be used to articulate the value of ad inventory to auto advertisers and their agencies
- **Measure:** Validate website usage among automotive buyers
- **Enhance:** Identify most effective KPIs and site sections related to sales
- **Optimize:** Improve future website attributes, prioritizing by those that most correlate to sales
- **Test and Validate:** Validate sales impact of site changes for future site planning
- **Get Faster Feedback:** Gain access to the fastest source of real-time buyer behavior

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.

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 Autos shopper 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.