



## Save-Worthy

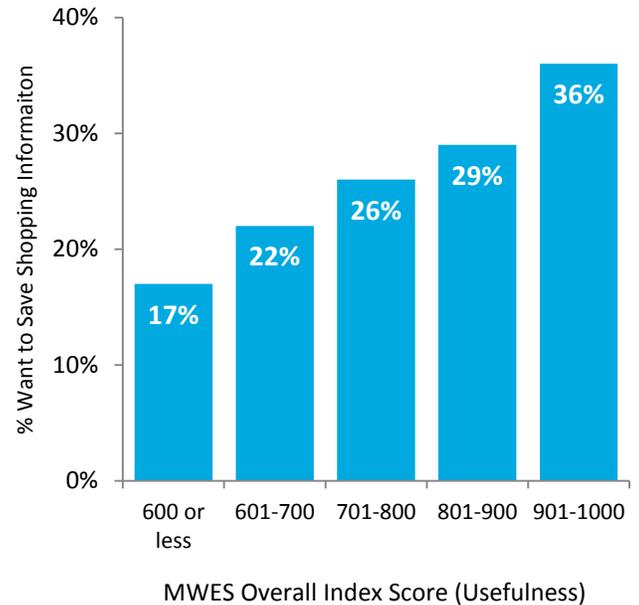
Arianne.Walker@jdpa.com  
805-418-8649

Peter.Trujillo@jdpa.com  
805-418-8516

Allowing shoppers to save information on an OEM's website presents a significant opportunity for automakers to engage shoppers and maintain their messaging. Importantly, many shoppers want to continue to engage with an OEM site after their first visit, as 29% of in-market new-vehicle shoppers indicate they want to save shopping information for later use. However, just providing the technology that allows shoppers to save information isn't enough; the content needs to be compelling enough to make shoppers want to save it.

To illustrate how important it is to motivate shoppers to save their information, 36% of shoppers who have an outstanding website experience (overall satisfaction scores of 901-1,000 on a 1,000-point scale) indicate they want to save vehicle information for later use, compared with only 17% of those who have a poor experience (scores of 600 or below). This demonstrates how good content can motivate shoppers to save information for later use.

### IMPACT OF DESIRE TO SAVE SHOPPING INFORMATION ON SATISFACTION<sup>1</sup>



## Behind the Numbers

- Nearly half (43%) of new-vehicle shoppers who are within 1 month of their final purchase are more likely to need and/or want to save their information, compared with only 20% of those who are 19-24 months away from making a purchase decision.
- Shoppers who are closer to purchase are in the process of finalizing their decision and are likely to be strongly influenced by the availability of relevant information or the lack thereof. On average, new-vehicle buyers shop 1.5 other brands during their shopping process<sup>2</sup>
- Satisfaction with their overall experience is higher among shoppers who want to save their information than among those who do not want to save (853 vs. 811, respectively).
- Shoppers who want to save their shopping information are also more likely to test drive a vehicle, compared with those who do not want to save (62% vs. 54%, respectively).

- What information do shoppers actually want to save and how do they want to save it?
  - The information shoppers most want to save includes custom model configurations (60%); payment calculator results (56%); and model comparison (55%).
  - The top three methods of saving are via personal login/password (57%); unique URL that can be bookmarked (34%); and personalized PDF (27%).
- Among manufacturers, Porsche shoppers are the most likely to want to save their shopping information (40%), while Buick shoppers are the least likely to want to save their shopping information (18%).

<sup>1</sup> Source: J.D. Power 2013 Manufacturer Website Evaluation Study<sup>SM</sup> (MWES)—Wave 2  
<sup>2</sup> Source: J.D. Power 2012 Sales Satisfaction Index (SSI) Study<sup>SM</sup>