



Canadian Manufacturer Website Evaluation Study [MWES]

For automotive manufacturers, an effective website is critical. It serves as a major portal of information for new-vehicle shoppers during the selection process, assists them in narrowing their consideration set, and helps them identify key vehicle features and benefits. Well-designed aspects of website appearance, navigation, and speed enhance shoppers' ability to locate specific content, helping to drive traffic to show rooms. Increasingly, these shoppers are accessing manufacturers' sites using only phones, phablets, and tablets, which adds a new layer of complexity to the conversation.

The Solution

The *J.D. Power Canadian Manufacturer Website Evaluation StudySM [MWES]*, conducted annually, examines the features and content of OEM-hosted websites that shoppers find useful and engaging when shopping online for a new vehicle. The study looks at what content shoppers are using when researching their vehicle purchases, and ultimately aids in directing improvements to OEM websites, helping to drive traffic to dealerships and increasing the likelihood of sales. Moreover, for the 2016 study, J.D. Power has included analyses of mobile data from the survey for the first time, giving clients new insights into behaviours and satisfaction among these critical shoppers.

The Benefits

A study subscription provides in-depth information that allows your company to understand how to:

- Increase website effectiveness
- Create sites that stay ahead of the curve in terms of content, appearance, navigation, and speed regardless of platform [laptop, desktop, or mobile]
- Estimate return on investment for proposed site changes and enhancements
- Evaluate competitive website comparison features

J.D. Power's research solutions enable automotive companies to target those performance activities that have a direct impact on ROI.



J.D. Power Awards Program and Other Recognition Opportunities

For study subscribers, J.D. Power offers various forms of public recognition and promotional opportunities. These include award licensing for highest ranked companies in official award categories, customized newsletters, website ratings, and online special reports to promote client study performance. To learn more about the Awards Program, contact:

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beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: