



Automotive **Perspectives**

MEASUREMENT

Measuring marketing performance
(*good or bad*) is critical to long-term success

The complexity of the consumer journey can create havoc for OEM marketers, ad agencies, and large dealer groups. Monitoring exposure and attribution across various mediums is critical for optimizing marketing strategies and budgets. Today's marketing professionals need increasingly precise methods to measure and manage campaign results for each phase of the buying journey.

"Our measurement solutions measure and report actual vehicle sales."

We believe that measurement isn't only about the last touchpoint in the journey and whether someone has purchased a vehicle. It's also about the many behaviors and touchpoints along the way that offer critical decisioning insight to help increase and potentially speed up the conversion process.

Active measurement is key to determining how well your campaign is working or when you need to adjust your programs to optimize messages and channels to help increase conversion. Measuring

performance along the entire consumer buying journey can answer questions such as:

- What drove consumers to a particular website, and what action did they take there?
 - Did the consumer see an ad and visit your website or your competitors' website?
 - Did your campaign drive incremental sales for your brand?
- How did your sales within the campaign perform vs. your competitors?
 - Did the consumer end up purchasing a vehicle? If so, was it your brand or your competition? Was it from your dealership or your competitor?

Identify what interactions led to a vehicle sale

Fortunately, today's data-driven measurement solutions have evolved to make measurement more precise. With so many touchpoints in the customer journey, it is essential to have insight into multi-touch attribution to understand how each channel impacted a final sale (or didn't).



Experian data sources

North American Vehicle Database

- 900 million+ U.S. vehicles
- 330 million+ U.S. and 30 million+ Canadian vehicles in operation
- 15 billion+ vehicle history records
- 400 million+ title brands

At Experian Automotive, our measurement solutions measure and report actual vehicle sales. We do this by offering the most robust combination of primary-source consumer and vehicle data assets under one roof. We can link assets from our North American Vehicle DatabaseSM of more than 900 million historical and current vehicles in the U.S. (derived from vehicle, title, and registration data) to our vast consumer databases. We utilize our privacy-safe linkage solutions to connect the critical data you need to make strategic marketing decisions.

Not only can you make smarter marketing decisions, but you can gain critical insight into the competition. Our linkage solutions can tell you who bought what and from whom. So, if you're running campaigns and still losing to the dealer in the next neighborhood, our data insights can tell you how. This allows you to adjust your campaign strategy based on sales performance results.

Walled Garden scenario

Let's talk briefly about walled gardens and why working with a provider that has both consumer and vehicle data insights is key to getting comprehensive analytics. As a marketer, you can run a campaign in a walled garden and tie campaign results to vehicle sales within the walled garden, but how do you measure activity

and sales that occur outside of the walled garden? You can work with Experian data scientists to upload a list of vehicle owners along with the linkage ID and match that to an ID within the walled garden (making direct corrections) with maximum data fidelity.

Walled Garden definition

A walled garden is a closed platform or ecosystem (e.g. Amazon, Google, Facebook) wherein the platform provider has total control over the content, applications, and/or media and restricts access as it sees fit.



What is a Hedged Garden?

The "hedged garden" is a new industry concept. A hedged garden is where a network of publishers work together to activate first-party data sets in a privacy-compliant way across many partners at scale. These publishers run their business with large amounts of first-party consumer data, but that is where their capabilities end. This is where utilizing Experian's ID linking and matching expertise is critical to obtaining additional measurement insights.

Measure new and used vehicle purchases for target audiences

When you spend considerable time choosing target audiences for specific campaigns, it is essential to understand how well that target audience performed over time. Our Auto Response AnalysisSM (ARA) solution helps measure how well particular initiatives drove actual vehicle sales:

- Determines new and used vehicle purchase activity of target audiences over specified timeframes
- Measures the results of campaigns and marketing programs targeting prospective vehicle purchasers
- Identifies which vehicles were purchased, with the ability to generate statistical insight, including:
 - How many of the targeted consumers ended up making a vehicle purchase regardless of channel, platform or transaction source
 - Which vehicles consumers purchased and when they were purchased
 - Which dealers sold the vehicle (available based on state regulation/laws)
 - Which lender funded the vehicle (available based on state regulation/laws)
- Delivers privacy-safe reports, including a unique identifier and vehicle information for qualifying purchases



With robust measurement, you'll have a better understanding of consumer response to your marketing programs and a view of opportunities lost to your competitors, allowing you to quantify the performance of your direct marketing efforts objectively. And you can do this during the buying journey to gauge what is working and what's not and adjust as necessary.

Measure performance of your digital marketing campaigns

Today's marketers need to measure Connected TV and OTT advertising performance as a critical part of their marketing campaigns. Our OmniiImpact™ for automotive reporting solution helps marketers measure the impact of their digital and television campaigns. Experian can resolve anonymous digital impression traffic with offline vehicle sales transactions to help identify best-performing audience segments or offers so you can adjust strategy as needed. We can report results by using:

- Digital pixel conversion to understand website visits and overall web traffic
- Location data to determine store visits and foot traffic
- IP address resolution to measure Connected TV

You can see trends and act before the competition, giving you actionable insights and a competitive advantage to make decisions that position you to win in a crowded marketplace.

- Compare campaign benchmarks against a sample of U.S. consumers
- Review data by vehicle make, model, and vehicle class, and export aggregated visualizations of the data
- Review vehicle sales projections and learn how sales might look 30, 60, and 90 days in the future
- Gauge sales lost to competitors
- Compare vehicle sales vs. the Experian national benchmark for the campaign

In addition, consumer demographic and psychographic attributes can be appended to sales data to further understand the type of consumers purchasing vehicles.



In closing

Media fragmentation has created many challenges for marketers, such as lack of transparency outside of walled gardens, cross-device duplication, and more. But it has also created opportunities through more precise audience targeting, reduction of marketing waste, and better measurement. Using the right solutions to measure steps in the consumer buying journey can help marketers make more informed and strategic marketing decisions and help attribute more activity to sales.

Measurement is part of the Experian Marketing Engine™, the marketing solution that helps automotive marketers understand their unique market and customers, select the right audience, activate it on the most effective channels, and measure their results.

Going forward

To learn more about the full suite of Experian Marketing Engine solutions, visit us at www.experian.com/automotive/auto-marketing-solutions or call your Experian Account Representative.





Experian Automotive
955 American Lane
Schaumburg, IL 60173
T: 1 888 409 2204
www.experianautomotive.com

© 2022 Experian Information Solutions, Inc. • All rights reserved

Experian and the Experian marks used herein are trademarks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the property of their respective owners.

11/22 • 1161-AUTO