



**70% of car buyers
who use video
to research are
influenced by
video content**

Says who?

The brand new report includes insights and trends from Google search and YouTube data, as well as data from the 2015 Google/TNS Auto Shopper Study - plus new research that Google commissioned from Millward Brown Digital around the consumer sales funnel for buying a car

Consumers are increasingly turning online to research and review the car they are looking to purchase and video is playing a big part in the customer sales cycle. Nearly 70% of people who used Video as part of their car buying process were influenced by what they watched.

Google

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The average car shopper today only makes two dealership visits

Before visiting a dealership these days, car shoppers have already gone online to research models, find deals and get real-time advice. According to the 2015 Google/TNS Auto Shopper Study, the average car purchaser today makes just two visits to dealerships. These visits are preceded by numerous micro-moments – times when car shoppers turn to digital and mobile devices to help select the perfect vehicle for their needs. Before car shoppers take a single step onto the polished floors of a dealer's showroom, they're making decisions and forming opinions by doing their own research online. That's why it's very important for automotive manufacturers to use Video as part of their branding campaigns.

Video views of test drives, features, options and walk-throughs have doubled in the past year

Consumers will look for information about the practicalities of owning a car, like the amount of seats, number of airbags etc. Video consumption ranks very highly at this stage in the customer sales cycle and people generally tend to search for 3 types of car video:

1. Test drives of particular makes and models
2. Videos that focus on features of different makes and models
3. Interior and exterior car walk-throughs

70% of people who used video as part of their car buying process were influenced by what they watched

Early research moments are increasingly influenced by video. 69% of the people buying a car were influenced by it – a higher percentage than TV, newspapers, or magazines. There has been a huge increase in searches for car reviews – everything from in-depth expert reviews to more traditional industry reviewers that compare two cars head-to-head in the same video. According to Google, car review videos have been watched more than 3 million hours in the first 9 months of 2015, of which more than 1.2 million were on mobile, more than twice as many as last year.

60% of car shoppers enter the market unsure of which car to buy

According to Google's research, 6 out of 10 people shopping for cars enter the market unsure of which car to buy. To help narrow their choices, many will start by consulting someone they trust or searching for information via review sites.

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Mobile searches from dealership forecourts increased 46% in the last year

As of August 2015, more than 50% of these searches were on mobile, according to Google Internal Data & Google Trends. Also, 84% of consumers will use a mobile device to search for dealership location and opening hours. Perhaps unsurprisingly, searches for reviews on different dealerships tend to spike at the weekend.

What kind of video content are consumers searching for?

Google confirm that searches for 'boot space', and 'towing capacity', for example, are up 15% and 30% year-on-year. Also, web interest for features like 'panoramic sunroof' is up 31%. According to Google, time spent watching these kinds of car videos have nearly doubled in the past year alone.

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Conclusion

Key points for dealers and automotive suppliers

Have the right kind of Online Presence: It's crucial that car dealers be there when and where people are looking. Try going through the process as though you were in the market for a new car. Are you there at the right time with the right information?

Be Informative and Useful: Beyond being there, consider how you can best meet the car buyer's needs at each step. Help when people are looking for videos and images of your cars, exploring configurations and building their vehicles, or comparing your brand to competitors. Help make it easy for customers to do the things they do most, like value their trade-in, search for prices and inventory, or find your store. And don't forget to make it all as easy on mobile as it is on desktop.

Be Quick: Mobile phones have made us all impatient. We expect to find anything we need at the tips of our fingers. As a result, marketing cars is a bit like playing Jeopardy. It's not just about who has the right answer. It's also about who answers it the quickest. And the stakes for getting it wrong are high. If you aren't there with the right answer the moment shoppers are looking, chances are someone else will be.