

COX AUTOMOTIVE™



EVERY PICTURE SELLS A STORY

What consumers want to see when they're shopping online

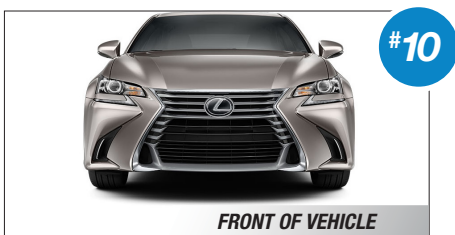


40%

of consumers are likely to purchase a vehicle based on images they view online without seeing the vehicle in person.

Source: 2016 The Power of Pictures Study

CAR SHOPPERS PREFER SPECIFIC IMAGES WHEN SHOPPING ONLINE




WHILE NOT AT THE TOP OF THE LIST, THESE IMAGES ARE STILL IMPORTANT





*MOST CAR SHOPPERS FIND
IMAGES AND VIDEO IMPORTANT
IN VEHICLE LISTINGS*

90%  consider photos
extremely important

69%  consider video
extremely important

BUYERS FOCUS ON CONDITION, LOOK AND STYLE

Used car buyers focus on vehicle condition. New car buyers focus on look and style.



RANK AMONG
AGE GROUPS

NEW CAR / USED CAR



HOW PHOTOS AND COMMENTS AFFECT LISTINGS

Online or offline, your vehicles are starring in their own reality show — and there's lots of competition. As a result, you've got to do everything you can to differentiate your vehicles and make them stand out. Photos, videos and good descriptions are the surest way to increase Vehicle Detail Page (VDP) views. Note there's a sweet spot, too.

Custom photos drive VDP views*

	USED & CPO INCREASE IN VDPs PER LISTING	NEW CAR INCREASE IN VDPs PER LISTING
Stock photo vs. No photo	-23%	-22%
Multiple custom photos vs. No photo ¹	+245%	+82%
Single custom photo vs. Stock photo ¹	+166%	+43%
Multiple custom photos vs. Stock photo	+349%	+133%
Multiple custom photos vs. Single custom photo	+69%	+63%
Multiple custom photos + price vs. Multiple custom photos + no price	+87%	+10%

Source: Netezza Tables 10/01/2017 through 12/31/2017 *VDP = Vehicle Detail Page

IDEAL NUMBER OF PHOTOS

How many photos are enough — or not enough — to maximize the VDP views of your vehicles? Our study shows that you're more likely to keep shoppers engaged and looking at your vehicles if you've got 40+ images of that vehicle.

IMPROVEMENT IN VDP VIEWS OVER THE AVERAGE LISTING				
	1–5 photos	6–10 photos	36–40 photos	Over 40 photos
New	-45.7%	-6.2%	30%	36.2%
Used	-53.4%	2.7%	27%	47.8%
Both	-55.7%	-20.3%	42.3%	64.8%

Source: Netezza Tables (January 2018)

THIS ABOUT STUDY

The Power of Pictures Study looks at whether online images can motivate a car buyer to seek out more information and what images are most important to them when they're researching and shopping online. The study was conducted online in December 2016 with 521 U.S. consumers who either purchased a vehicle in the previous 12 months or intended to do so within the following 6 months and have at least heard of third-party sites (e.g., Autotrader, Kelley Blue Book, etc.)