

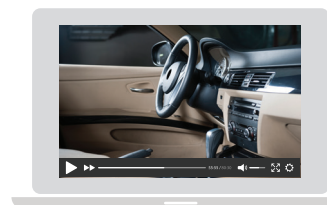
# SEEING IS BELIEVING

## WHAT CAR SHOPPERS WANT FROM ONLINE VIDEOS



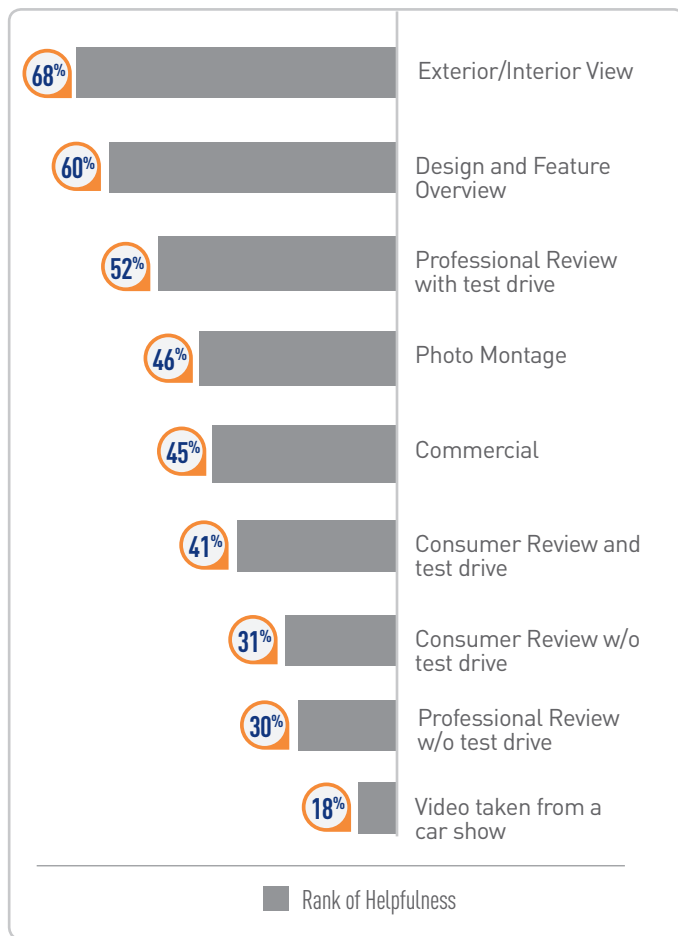
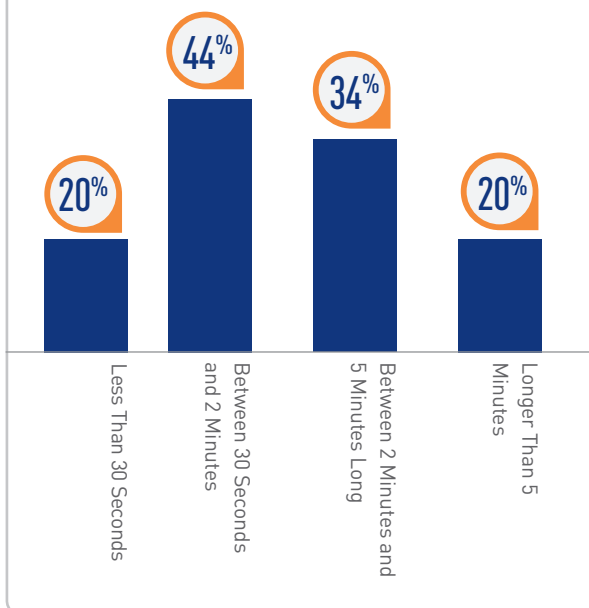
**65%**

OF CONSUMERS CONSIDER VEHICLE VIDEOS TO BE AN IMPORTANT PART OF THEIR CAR-SHOPPING PROCESS.



### CAR SHOPPERS FIND VIDEOS THAT SHOW THE VEHICLE EXTERIOR/INTERIOR AND DESIGN/FEATURE OVERVIEWS THE MOST HELPFUL

#### MOST CAR SHOPPERS PREFER VIDEOS BETWEEN 30 SECONDS AND 2 MINUTES



Source: 2015 Cox Automotive Consumer Video Research Study

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