



# PREPARE FOR EVERY POSSIBLE PURCHASE PATH

A dealer's guide to anticipating and delivering an individualized buying experience for every shopper.





# Consumer expectations have evolved.

Today, each consumer chooses their own, unique path to vehicle purchase and they expect personalization every step of the way. Open the door to more leads, more deals, and higher profits with a plan for all the possible ways shoppers may interact with your dealership, both online and offline.

Use this guide to prepare for individualized purchase scenarios, discovering the tools, technologies, and processes you'll need to be ready for any consumer, any deal, anywhere. While purchase path possibilities are infinite, we'll focus on these four shoppers and their journeys:

- **Rick:** Consistent Consumer Experience
- **Tara:** Buying Signals
- **Julian:** Right Shopper, Right Deal
- **Lily:** 100% eCommerce

## Every purchase path is unique.

The right digital retailing technologies make it easy to cover every purchase path. They can also set the stage for consumers to complete every step of the buying process how and where they choose.

In the following scenarios, you'll explore the benefits of a unified, flexible suite of technologies. When compared to a single solution set, a patchwork collection of technologies makes it difficult for dealerships to support every car shopping scenario for every consumer.



**Rick**



**Julian**



**Tara**



**Lily**



## Rick's Journey: Consistent Consumer Experience

Today, the car buying process can start anywhere, initiated by a wide variety of consumer actions. Some start out as traditional tire kickers, while others begin their journey diving into online research. And some consumers—like current vehicle owners seeking repairs or researching the value of their cars—don't start out as shoppers at all. Wherever they begin, their data will follow them through the process, provided you have the right tools in place. That continuity of consumer data through time and across a single solution set is a powerful tool that can be used to personalize the car buying process. Consider the value of data continuity as demonstrated through the following scenario:

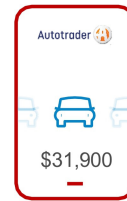
Rick receives consistent trade-in value



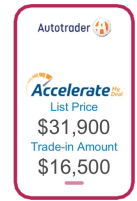
Rick enters financial preferences in My Wallet



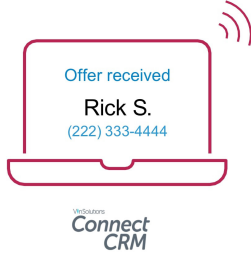
Rick finds exact Make/Model/Price



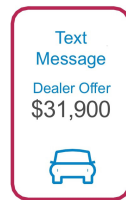
Rick sees consistent deal terms in Accelerate My Deal



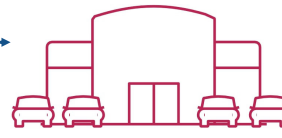
Deal comes into CRM ready for desking



Rick gets offer for exact Make/Model/Price



Rick visits dealership to see car



In-store

Key Personalization by Dealer

Save customers 31 minutes by signing contracts digitally



Any deal on any device at any time

Dealertrack

Key Personalization by Dealer

**63%**

of buyers used Cox Automotive sites Kelley Blue Book or Autotrader<sup>1</sup>

**113%**

increase in penciling activities when using Autotrader's My Wallet<sup>2</sup>

**469%**

increase in deal activity when using Autotrader's My Wallet<sup>2</sup>

1. 2021 Cox Automotive Car Buyer Journey

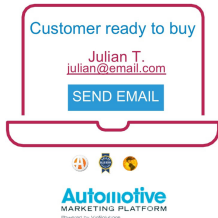
2. Cox Automotive Adobe Analytics, May 8th-May 11th, 2021, 50% of traffic on the Autotrader site. Deal Activity is defined as deals being submitted with more deal info which makes them an enhanced leads. Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data. Accelerate My Deal leads saw 46.4% higher conversion than non-Accelerate My Deal leads across AT/KBB and dealer websites combined. Data from January 1 through December 1, 2020. Analysis performed January 2021.



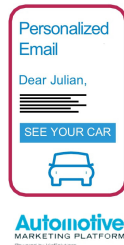
## Julian's Journey: Right Shopper, Right Deal

Smart dealers proactively reach out to current and past consumers through marketing and advertising efforts. These purchase paths often originate in your own CRM, because every good campaign begins with the right audience. Generate leads more likely to convert with targeted campaigns and prepare for a path that may include both online and in-store elements:

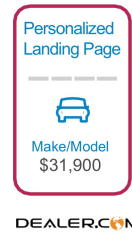
Over 24 billion first party interactions on Cox Automotive consumer platforms



Julian receives automated offer



Julian chooses specific Make/Model/Price



Julian starts deal on car he selected



Julian applies trade-in value toward car he selected



Right car, right price, right trade-in value



Track all deal information through call or text



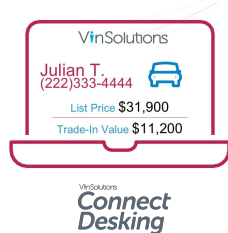
Julian chooses location



Key Personalization by Dealer

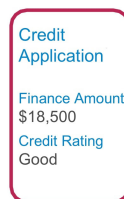
Key Personalization by Dealer

Julian visits dealership and dealer views deal



Key Personalization by Dealer

Julian applies for credit at dealership



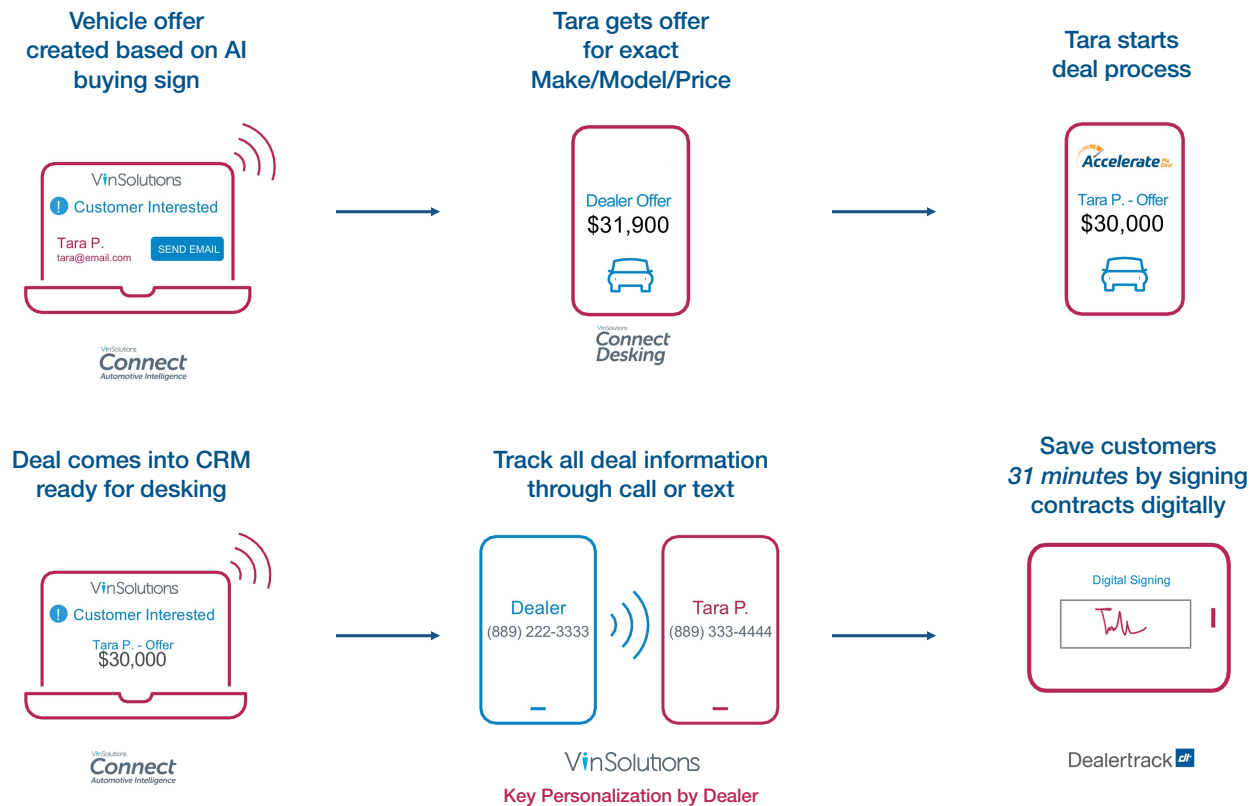
Save customers 31 minutes by signing contracts digitally





## Tara's Journey: Buying Signals

Marketing campaigns are one way to identify in-market shoppers. Buying Signals are another. With an alert, based on an aggregate of a shopper's online browsing data that shows signs they are ready to buy, your salespeople can proactively prospect an in-market consumer. Buying Signals accurately predict propensity to purchase and even what make/model they are likely to choose. These purchase paths, in other words, begin with a salesperson acting on a buying signal:

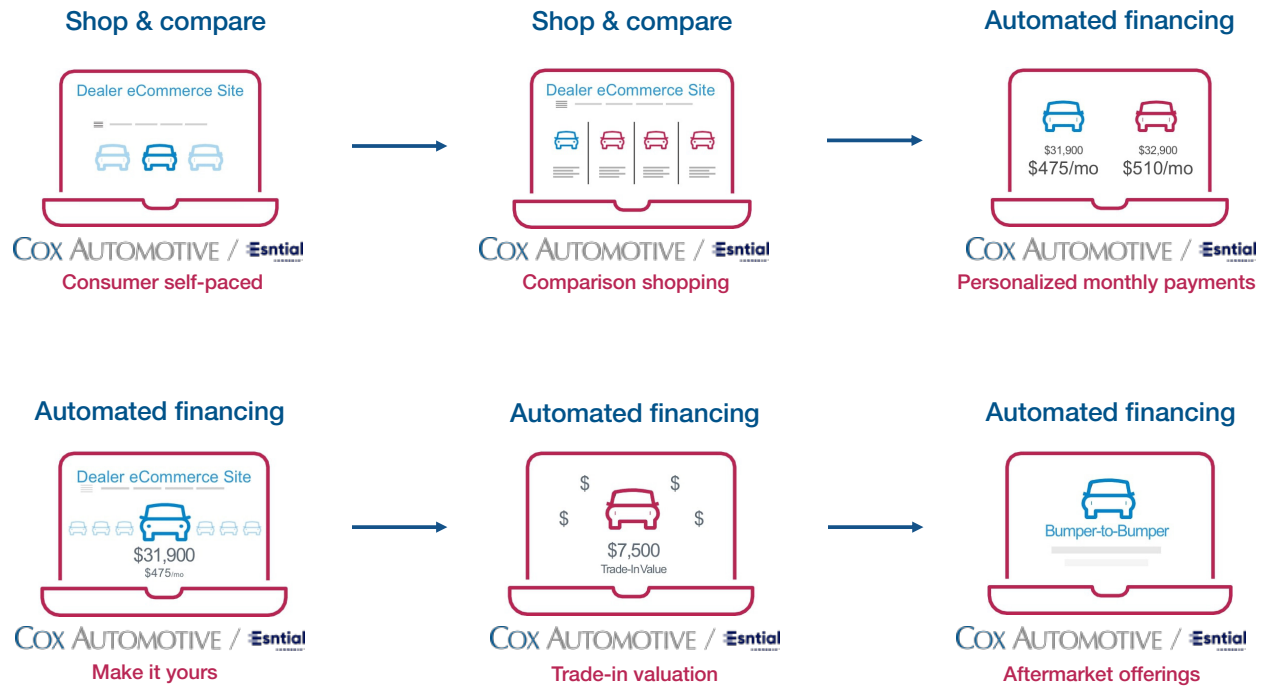


Now you can anticipate and deliver an individualized buying experience for every shopper with our flexible, single suite of solutions—including the enhanced features of Accelerate My Deal. Your shoppers can start the deal process online from Autotrader, Kelley Blue Book, or your dealership website—and your sales team will never miss a beat. With a robust VinSolutions integration, your salesperson picks the deal up right where the shopper left off, unlocking new ways to work the deal and close more deals, faster, with higher profits.

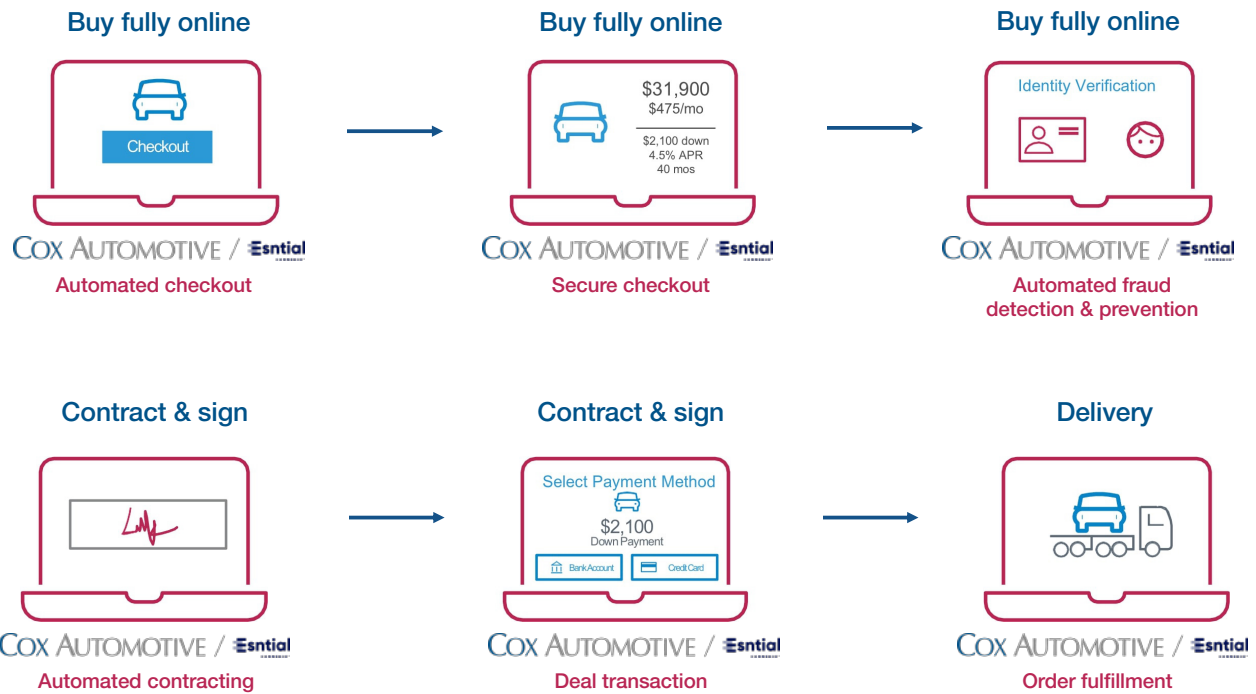


## Lily's Journey: 100% eCommerce

Some consumers begin their processes with occasional research and casual online browsing. That means a visit to Autotrader.com, where they can look at a wide selection of new and used cars, while also consuming automotive reviews, advice, and comparison data. When your dealership is prepared for every purchase path, it can easily convert early-stage shoppers into active buyers. By preparing for a fully eCommerce journey, you'll guide consumers down a personalized path to purchase:



(Continued on next page)



**25%**

of consumers stated they would purchase entirely online<sup>1</sup>

**64%**

of car buyers want to handle more of their purchase online compared to the last time they purchased a vehicle<sup>2</sup>

New form (online only) retailers are realizing greater than

**100%**

annual revenue growth<sup>2</sup>

1. Cox Automotive Digitization of End to End Retail Study

2. Morgan Stanley/Quarterly Investor Reports



## A Single Partner for Every Path to Purchase

With every car shopper forging a unique path to purchase, the possibilities are limitless. Fortunately, with the right set of tools and processes in place, you are covered. Powerful digital retailing solutions give you a presence on every path and make it possible to adapt to any combination of consumer actions.

Don't compromise the consumer's experience, or your dealership's goals, with patchwork solutions. Cole Frankman, COO, Frankman Motor Company shared what a truly comprehensive solution did for his dealership: "Now I constantly see traffic growing and more and more people using [digital tools] versus calling in or showing up... Conversions, those keep going up."

With Cox Automotive Digital Retailing, you can work with a single partner to meet the needs of every individual purchase path —today, tomorrow, and into the future. Not only do you get the most comprehensive set of retail solutions in the industry, but you also get a proven track record of dealer success:

**63%**

more likely to submit a lead<sup>1</sup>

**113%**

higher close rate than other lead sources<sup>2</sup>

**469%**

higher gross profit per deal<sup>2</sup>

## Discover Cox Automotive Digital Retailing

The days of a simple, standard purchase path are long gone. Today, consumers can come to you through any combination of actions and channels—and your dealership needs to be ready for all of them. To keep pace with changing expectations—and to maintain market share—your dealership will need to trade its patchwork solutions for a unified, flexible suite of technologies that covers every car shopping scenario. With an advanced suite of solutions, Cox Automotive gives you the tools you need to deliver on the unique preferences of individual consumers whether online, in-store, or through fully automated e-commerce.

**"You don't need five or six different systems trying to get one thing done. Cox Automotive Digital Retailing really helps with that because everything is integrated and plays really nice together."**

—Cole Frankman, COO, Frankman Motor Company

**Prepare for Every Possible Purchase Path**  
**Start here: [coxautoinc.com/digitalretailing](https://coxautoinc.com/digitalretailing)**

1. Comparison of visits with vs. without digital retailing activities, Dealer.com hosted websites (Jun 2020–Dec 2020).

2. Cox Automotive product analytics, Cox Automotive Digital Retailing Lead to Close Analysis, VinSolutions sales data (Jan 2020–Nov 2020).