Driving Marketing Forward with Location Data



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MMA
MOBILE MARKETING ASSOCIATION

The Volvo Story: What You Might Think



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The Volvo Story: Who We Are Now









Entering the Luxury Market: It's Crowded…



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…And a Rough Neighborhood



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The Volvo Story: The Roadblocks



The Volvo Story: Approaching the Race



marketing innovation

What's top of mind @ Volvo?

- Delivering value and relevance to buyers
- Creating a seamless customer experience
- Going beyond the in-market buyer audience
- Enhancing traditional KPIs like time spent on dealer websites
- **Understanding attribution and related behaviors via analytics**

How Auto Brands Can Address These Challenges

FIRST PARTY DATA

DMP

CRM

CRM
Website visitors
Test drivers
Service requests
Email interaction

THIRD PARTY DATA

TV

Auto

Purchase

Age

Income

Registration data
TV viewership habits
Digital behaviors
Purchase behaviors
Demographics

MOVEMENT DATA



Dealership visits
Competitor visits
Drive by commuter
Regular service
Lifestyle

New Model *of* Consumer Behavior

TARGET • MEASURE
ANALYZE & UNDERSTAND

Mobile		
Display	Video	Social
Addressable TV	Linear TV	
Email	Direct Mail	
Out of Home	Site Selection	

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How Location Data Works for Auto Brands



AUDIENCES

- In-market
- Lifestyle
- Conquesting
- Drive-by
- Parts/service



MEASUREMENT

- Car sales
- Foot traffic visitation
- Digital Engagement



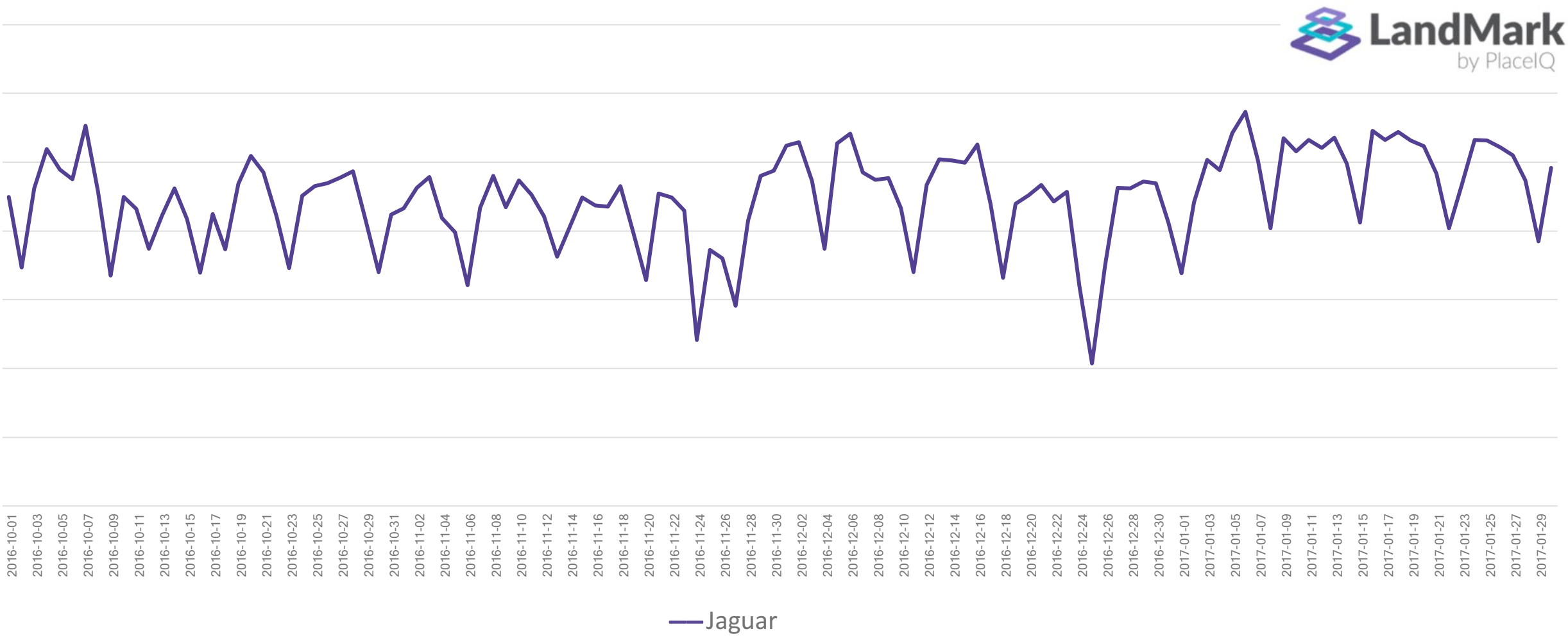
ANALYTICS

- Share of visit
- Audience profile
- Visitation measurement

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National Daily Visitation

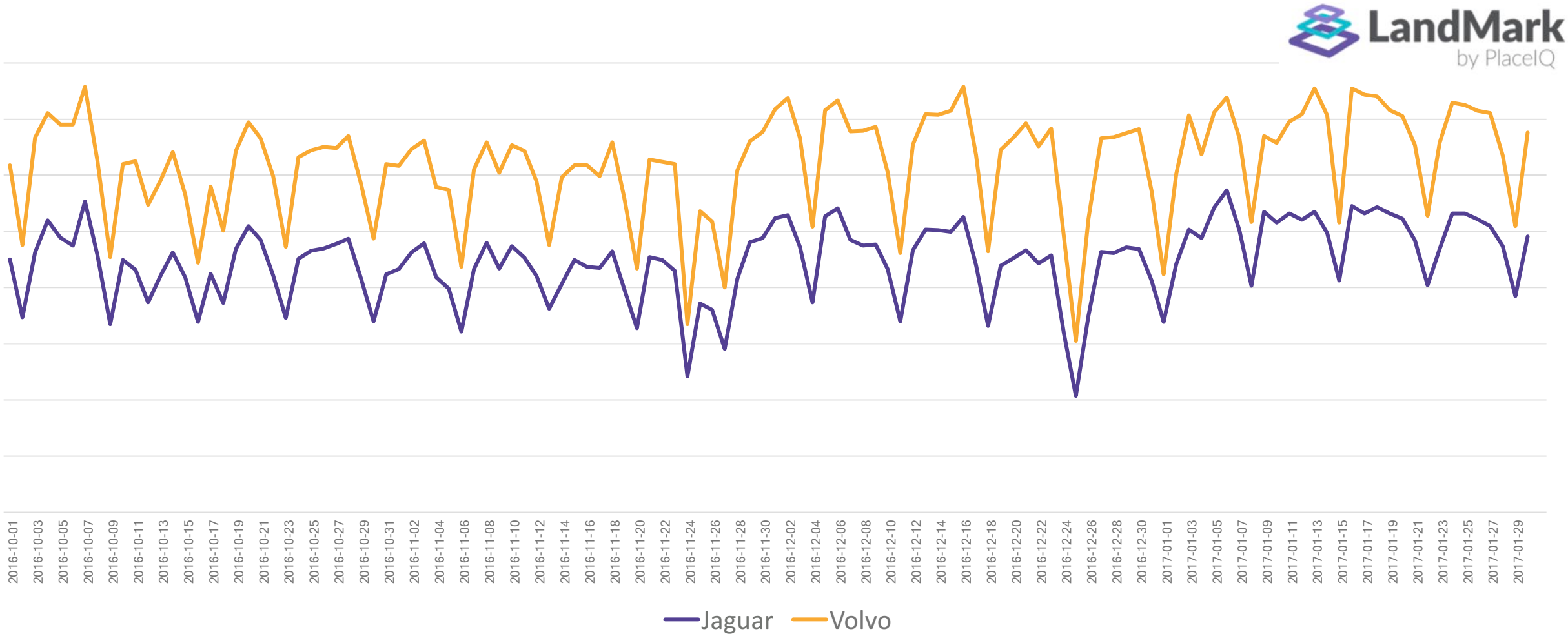
How many unique visitors went to specific dealerships from October – January?



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National Daily Visitation

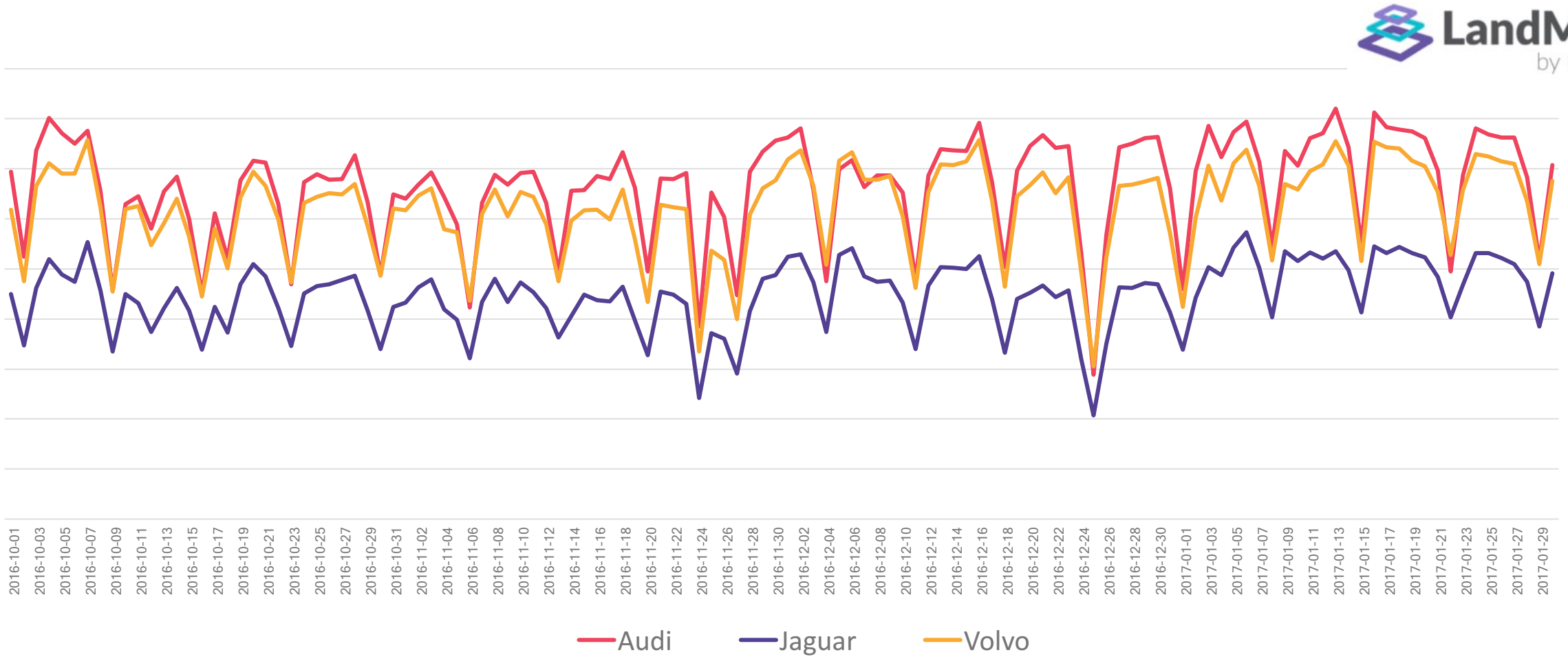
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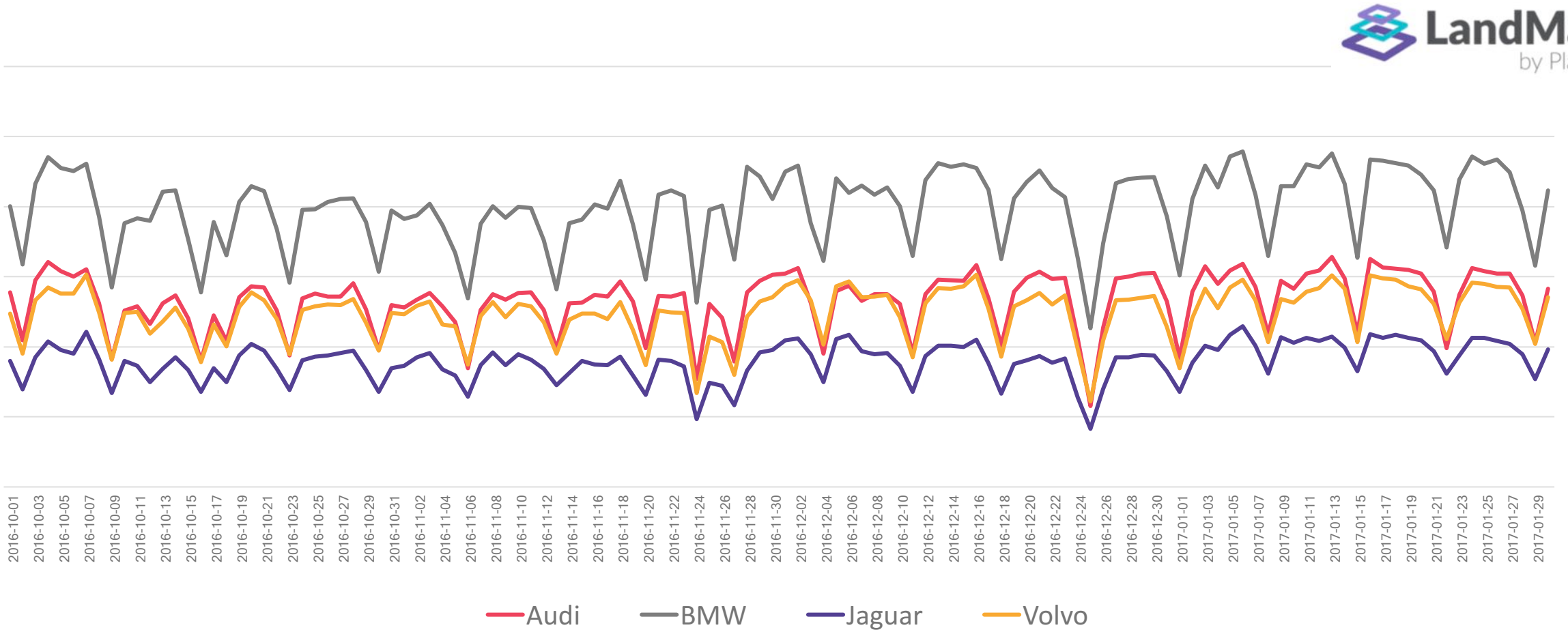
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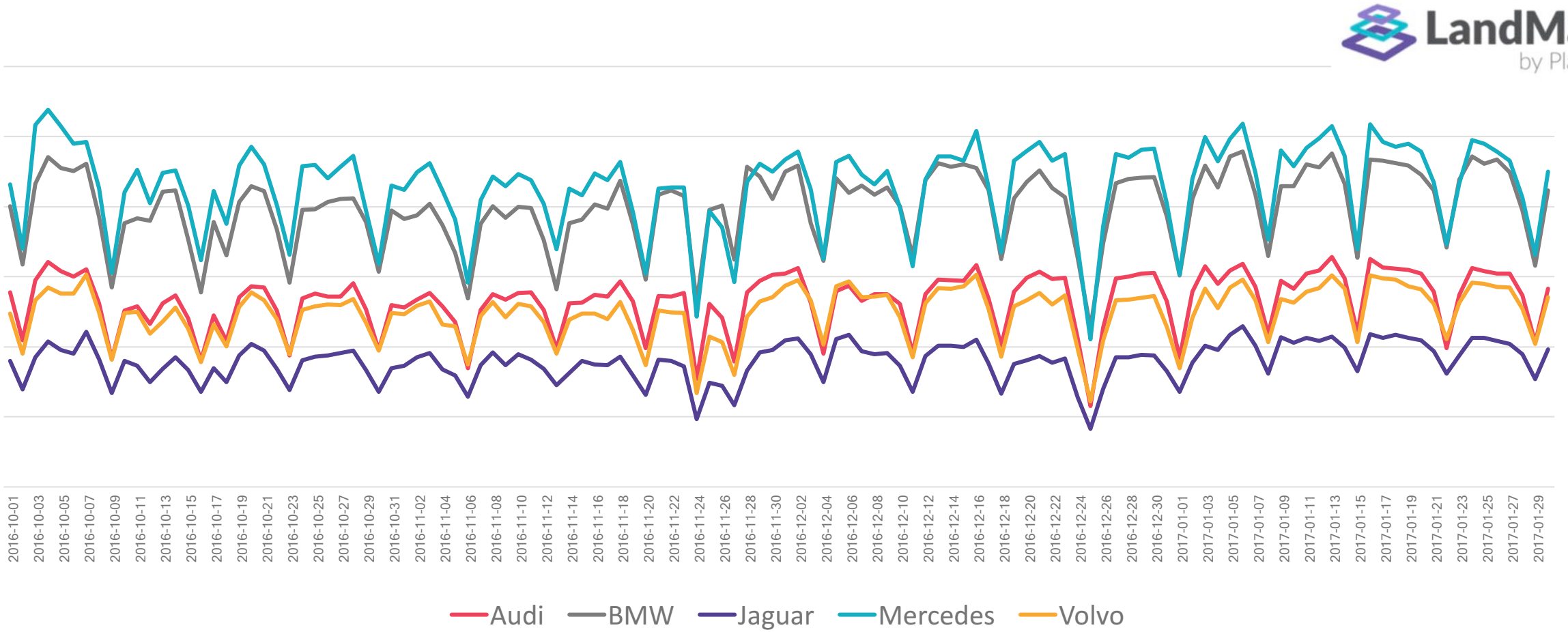
National Daily Visitation

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Share of Visit

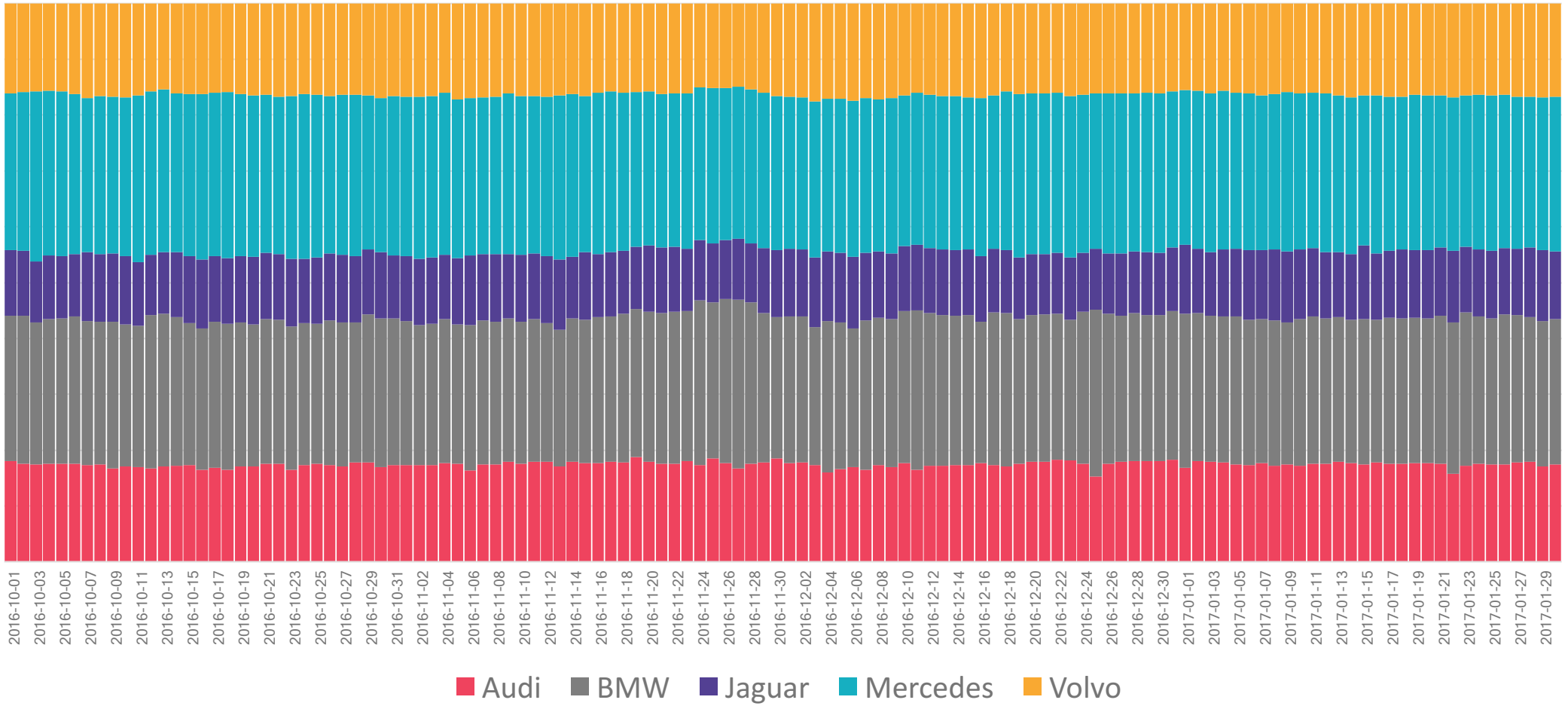
Location reveals weekly foot-traffic patterns against competitors

- Analyze national share-of-visit trends
- Understand winning and losing DMAs
- Compare dealership visitation to the market
- Understand what is driving high and low store visitation

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Share of Visit: National Brand Share

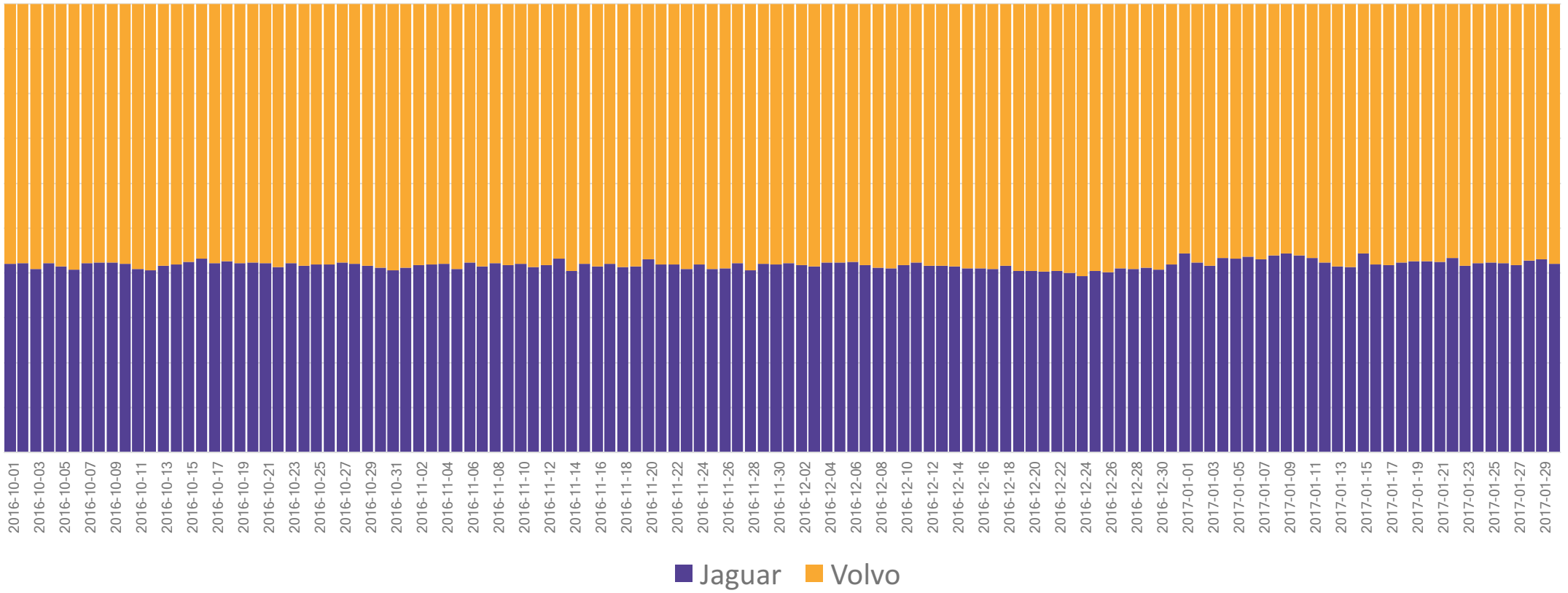
What share of total visitation are major auto brands receiving, across the U.S.?



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Share of Visit: Head to Head (national)

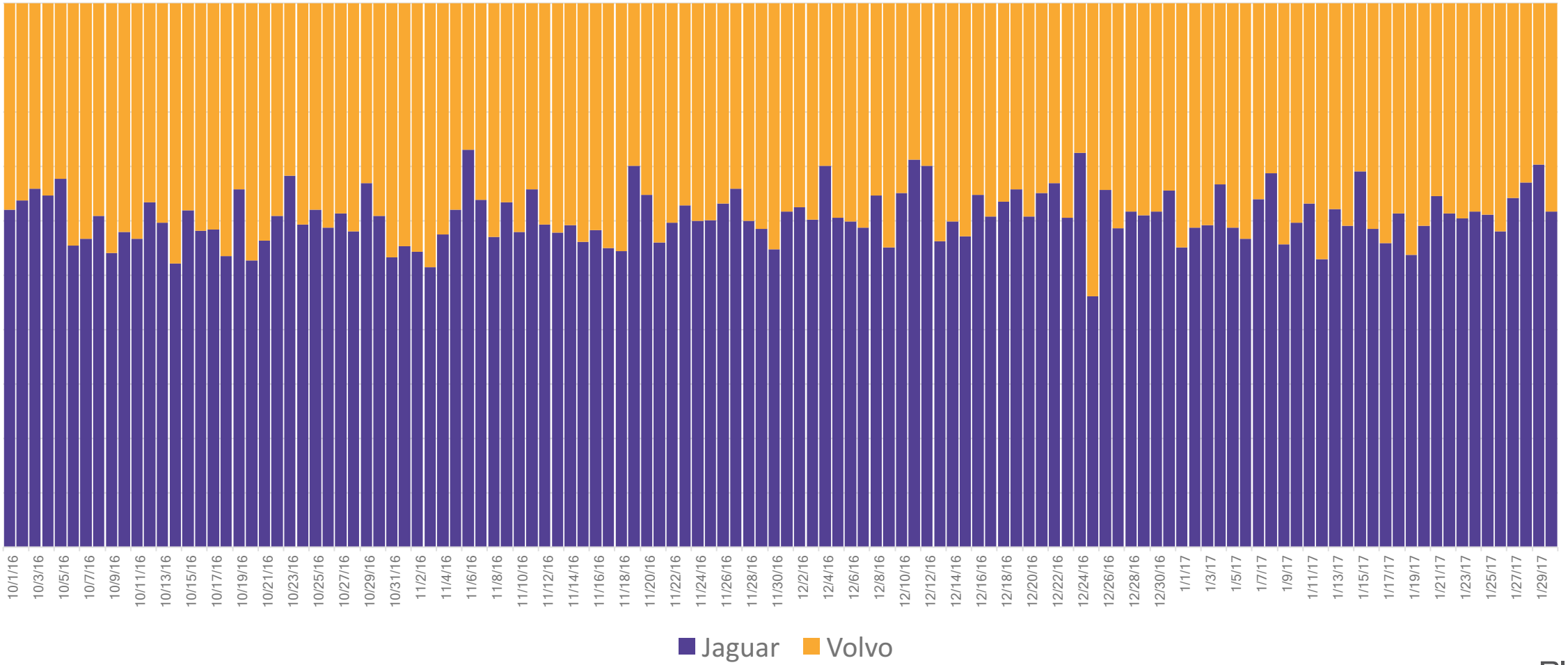
How much share of visit is Volvo capturing on a national level, compared to another auto brand?



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Share of Visit: Head to Head (regional)

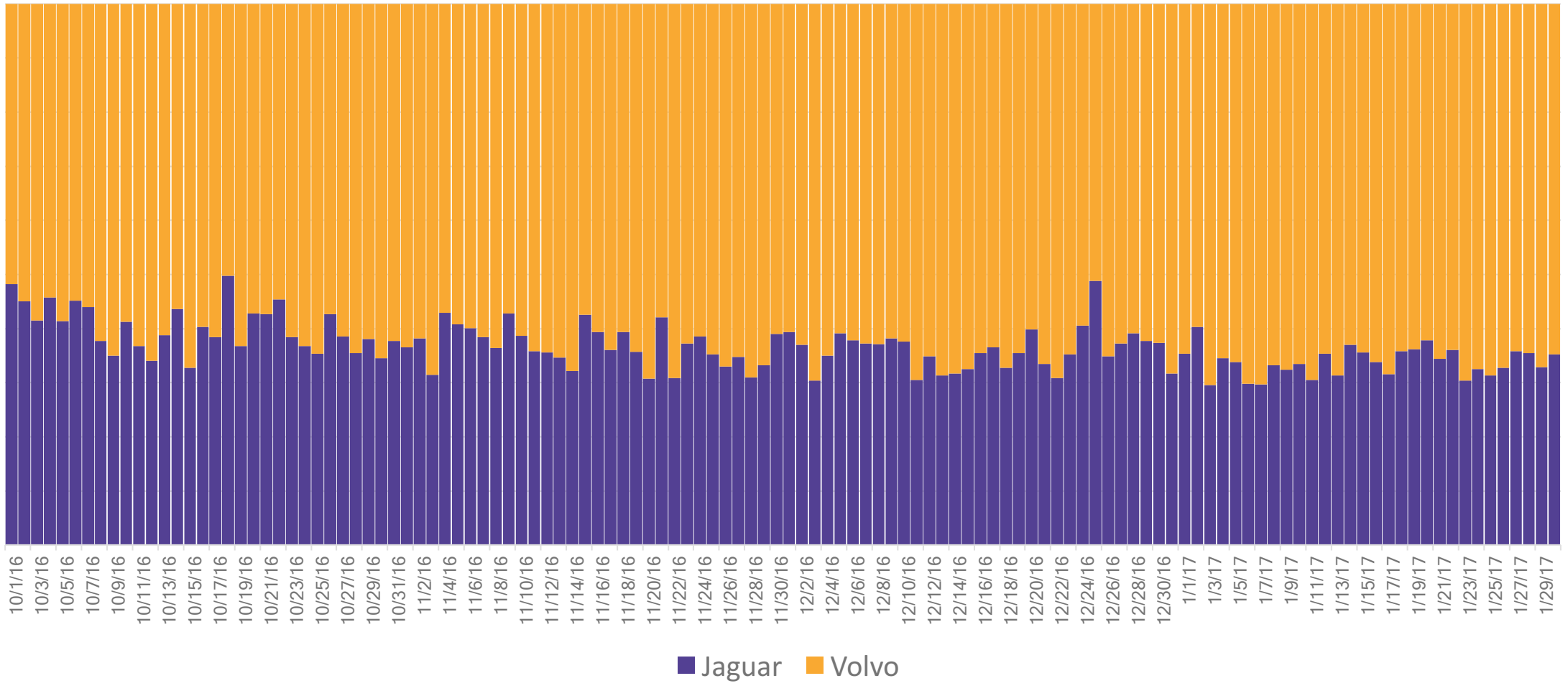
How much share of visit is Volvo capturing in Pittsburgh, compared to another auto brand?



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Share of Visit: Head to Head (regional)

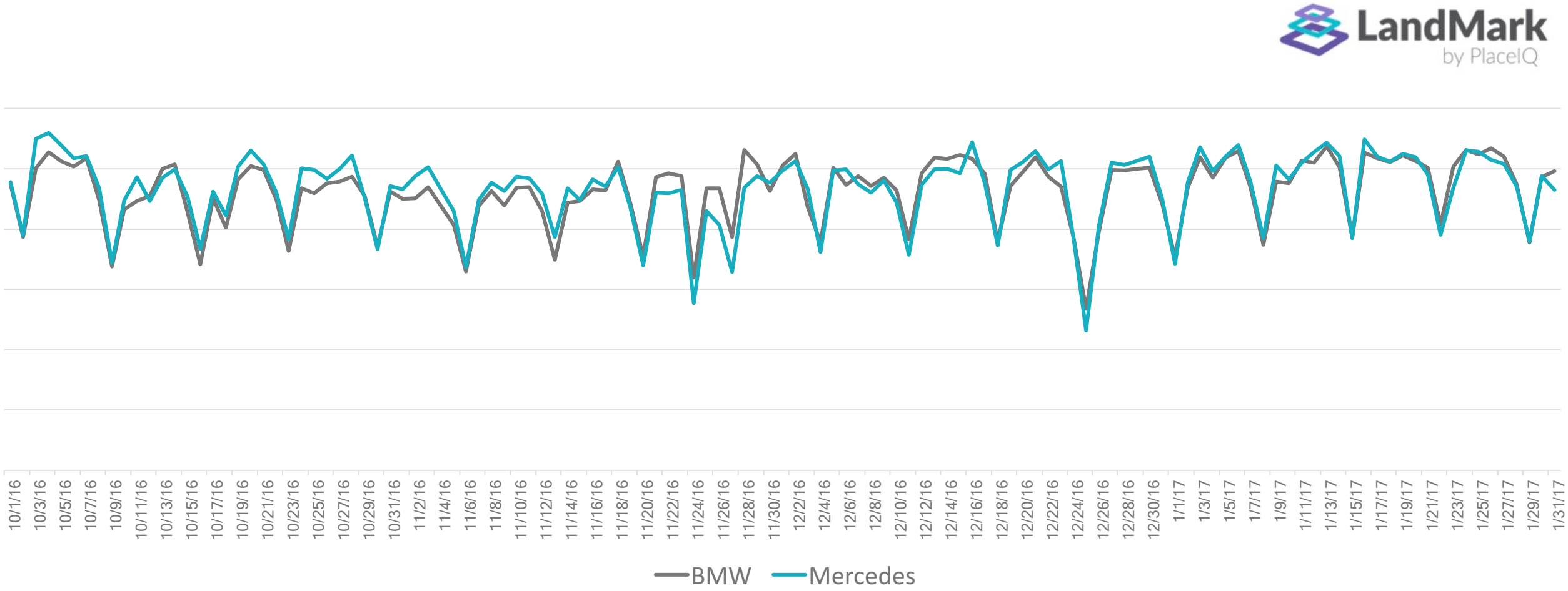
How much share of visit is Volvo capturing in Seattle, compared to another auto brand?



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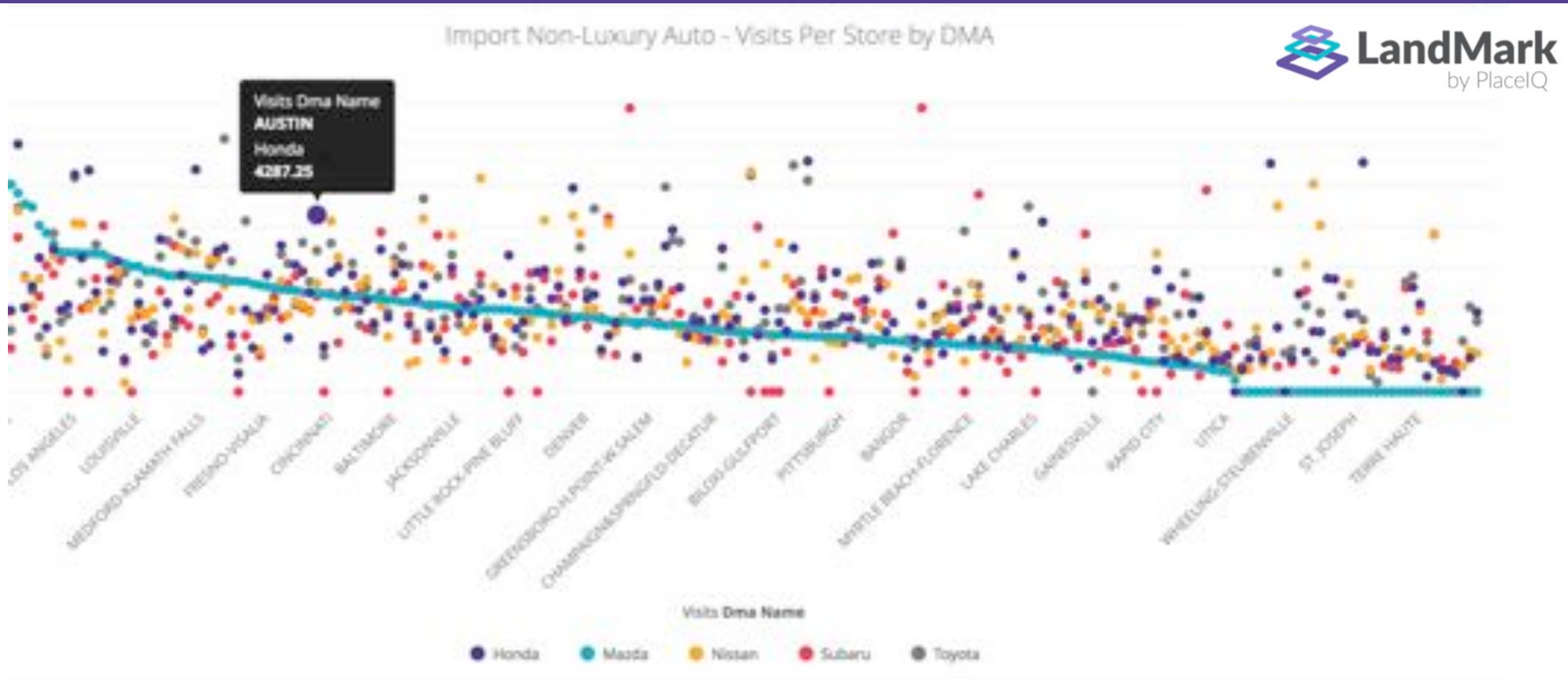
National Visits Per Lot – Head to Head

How many visits did these brands receive, per lot, on a national level?



Visits per lot by DMA

How are these brands performing against specific DMA averages?



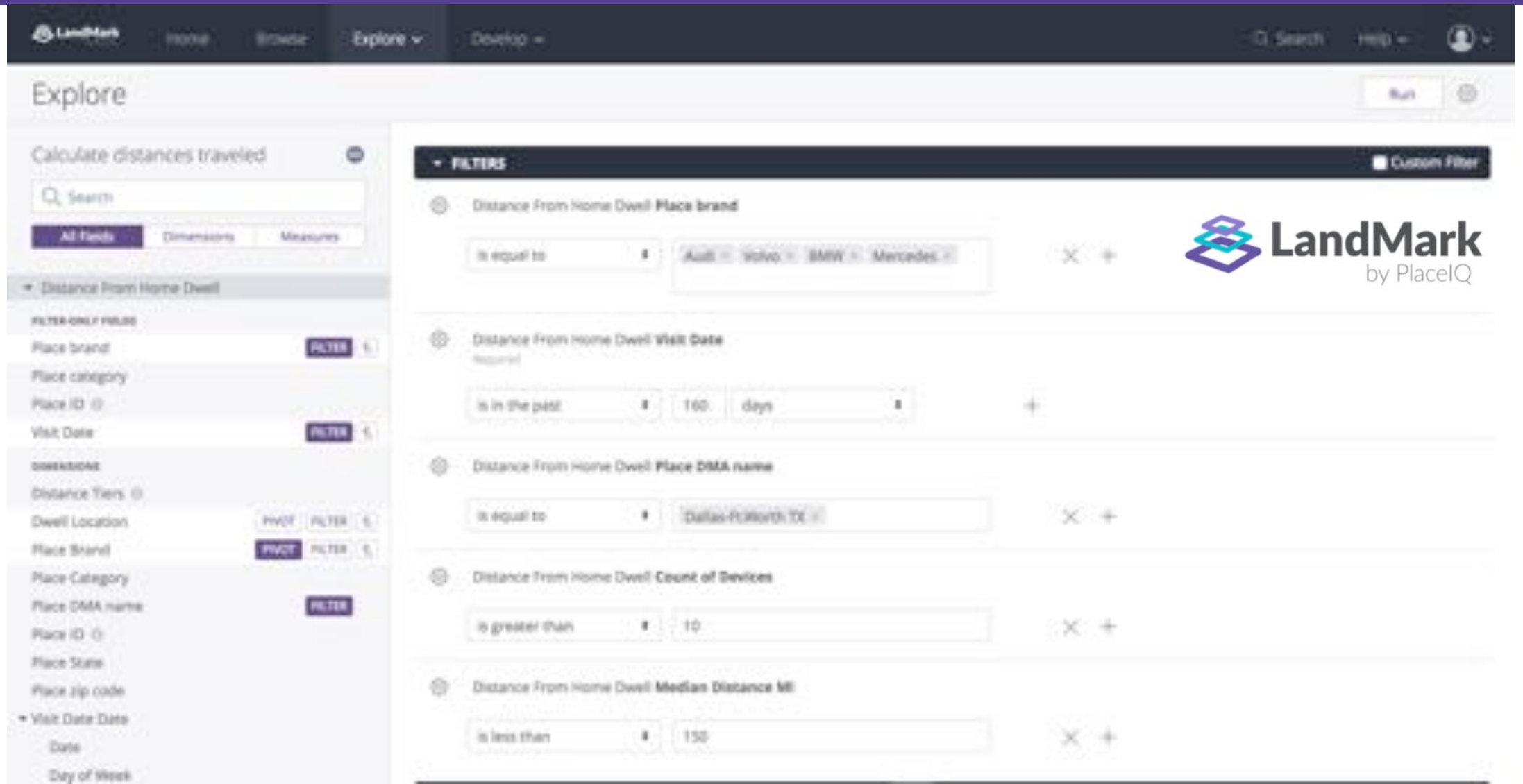
Visits per lot by DMA

How is Mazda performing against Subaru, compared to market averages in select DMAs?



Household Visitors Dallas Area

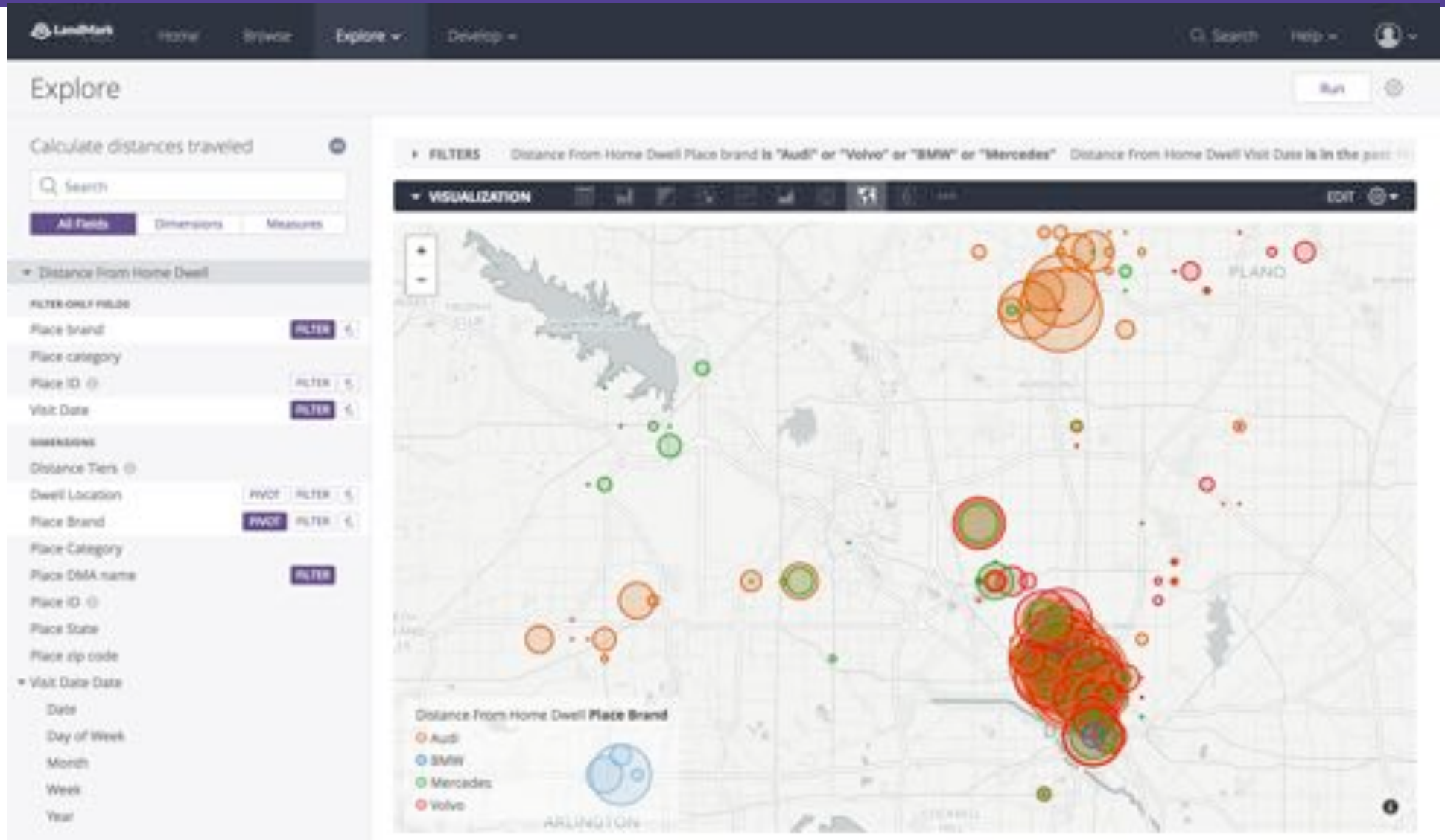
Where are the households of shopper by brand



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Household Visitors Dallas Area

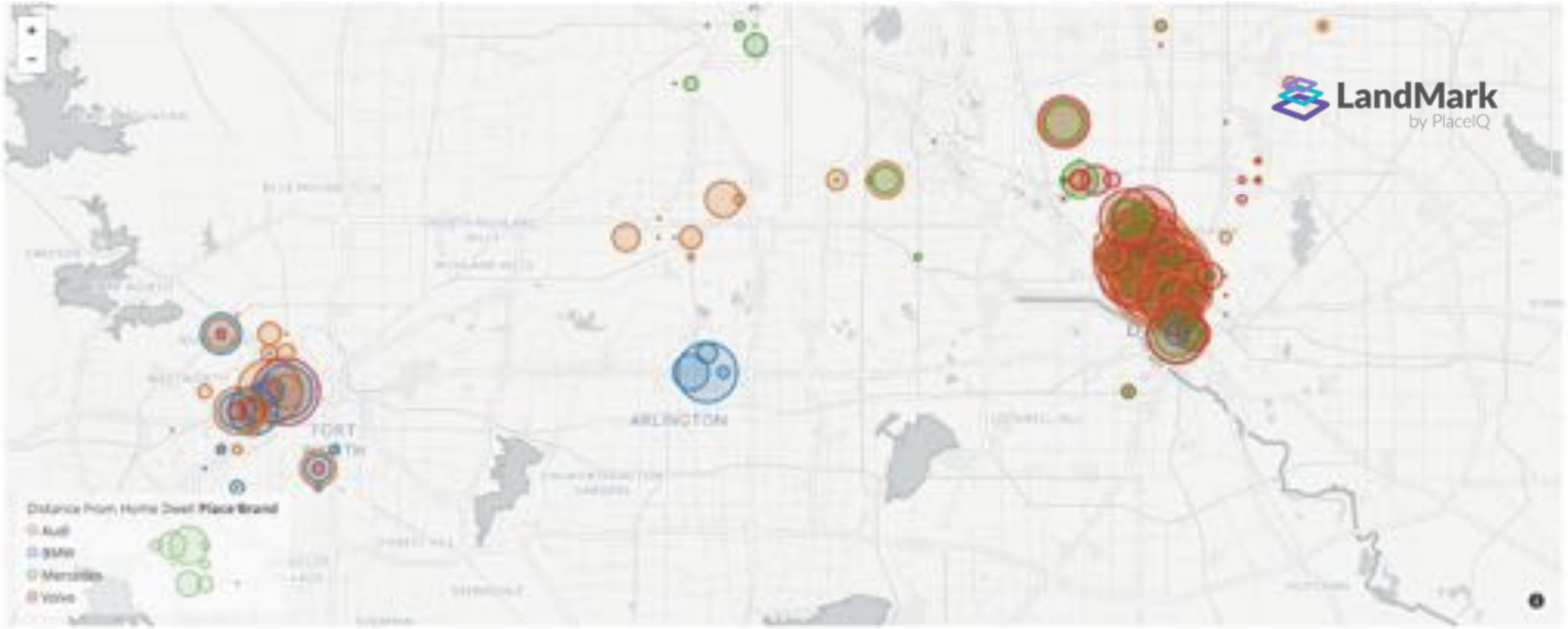
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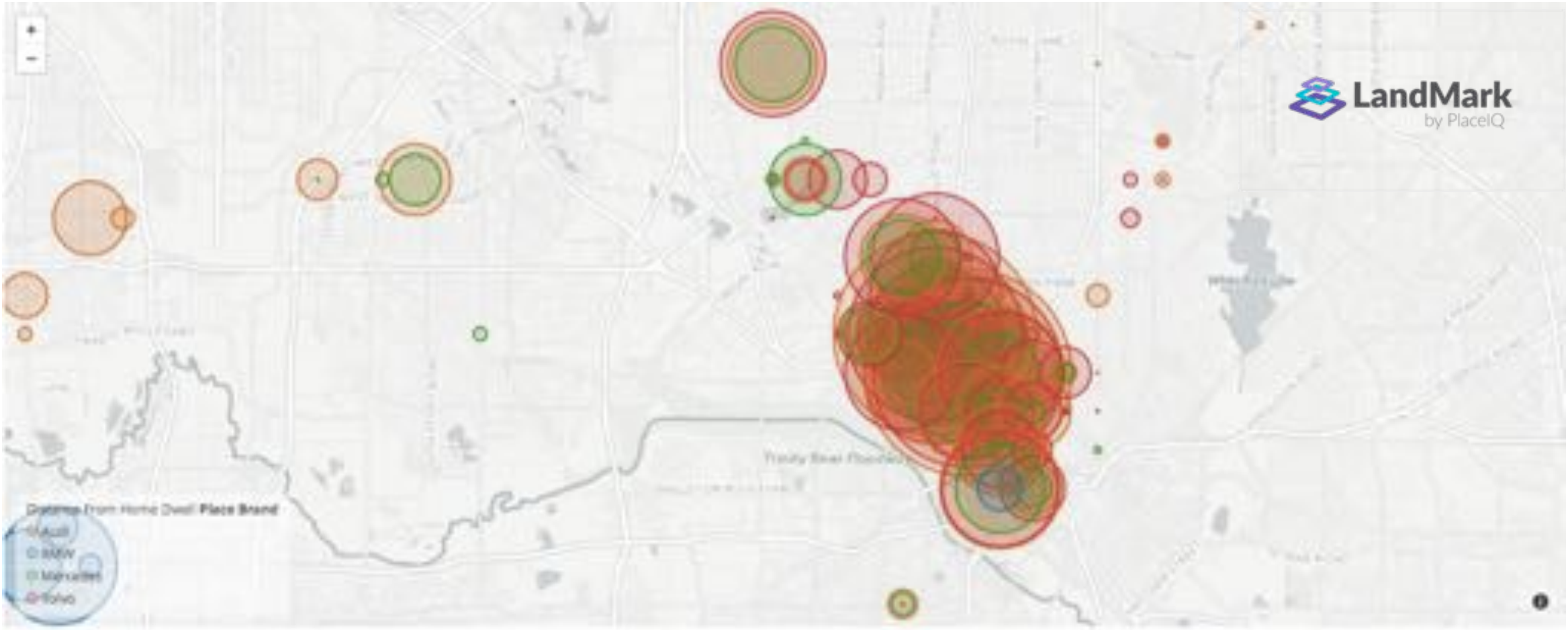
Household Visitors Dallas Area

Where are the households of shoppers by brand?



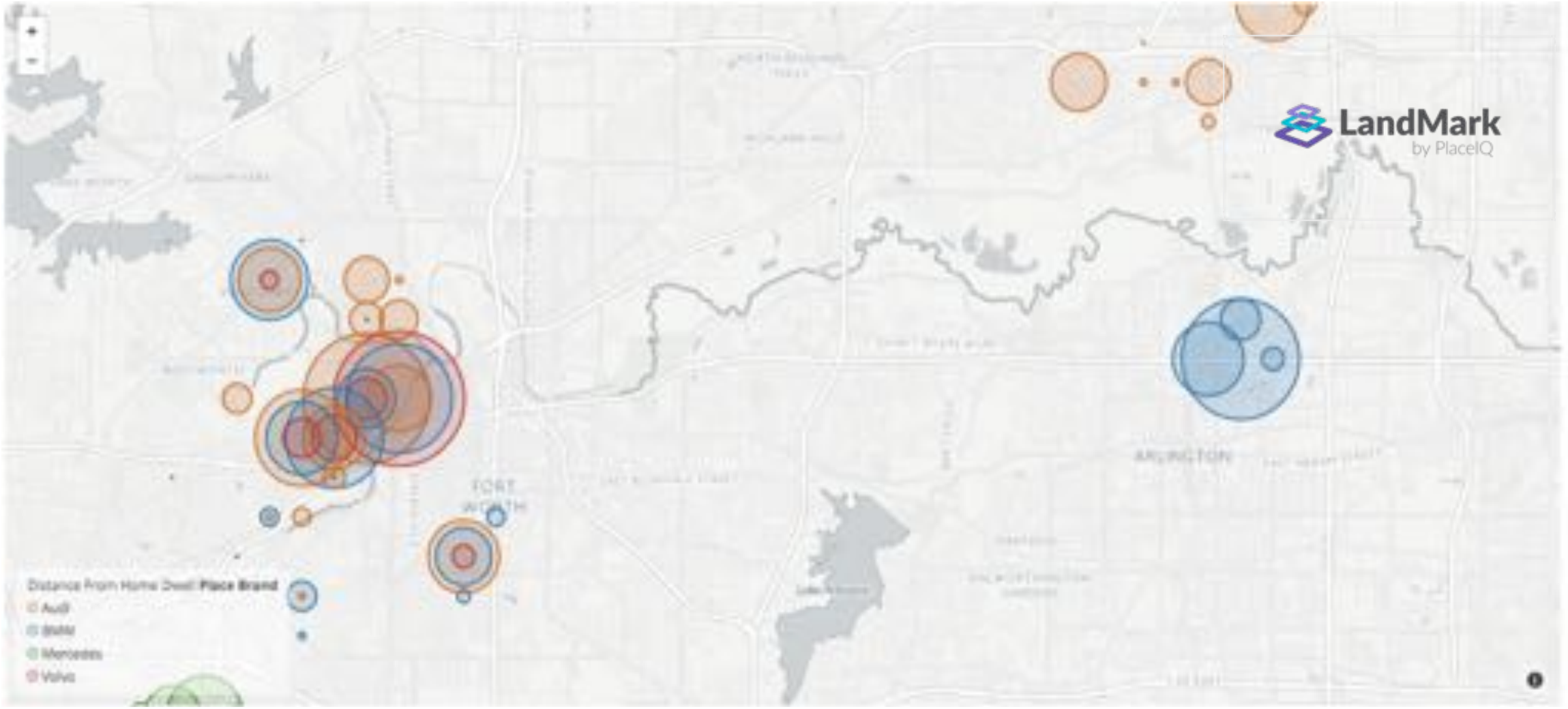
Household Visitors Dallas Area

High concentration of Volvo & Mercedes Visitors in the Dallas Area



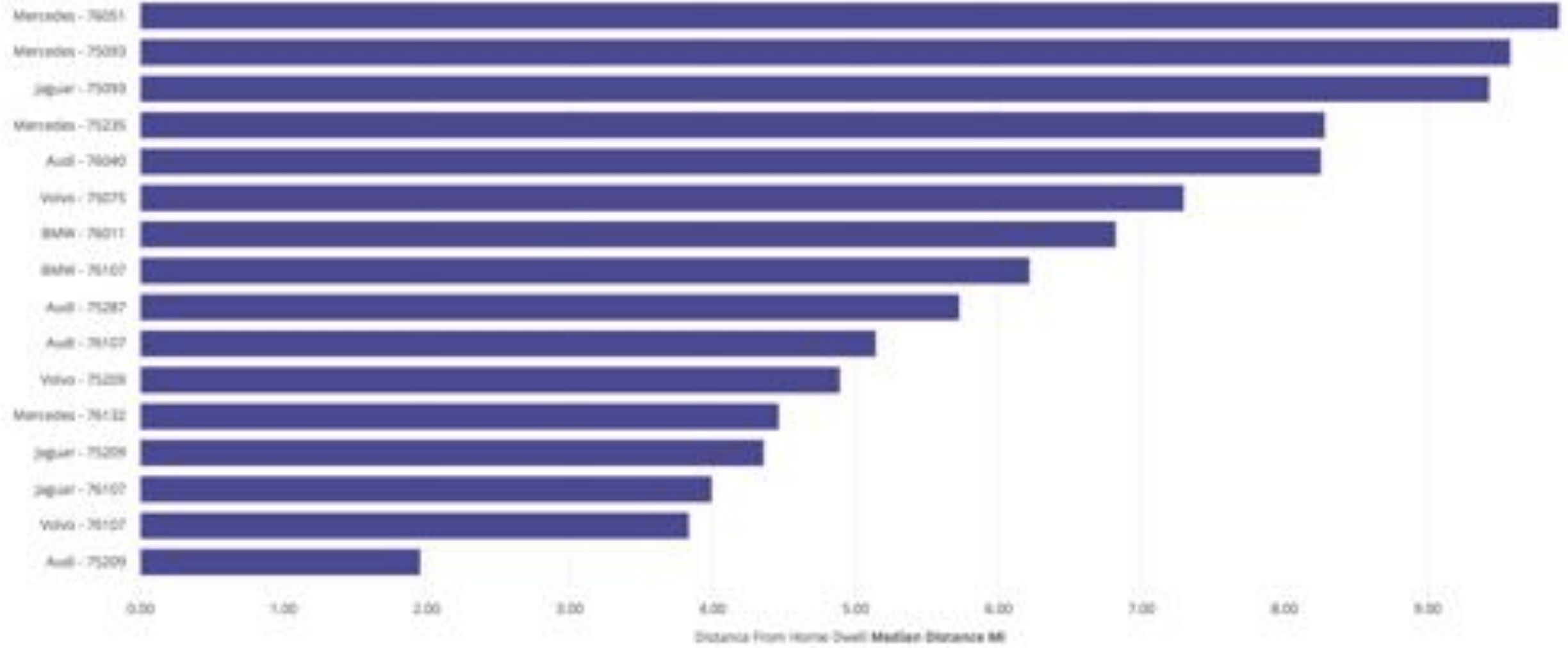
Household Visitors Dallas Area

More BMW visitors in the Forth Worth and Arlington Area



Average Distance Traveled From Home Dwell in Dallas in Miles

How far will buyers travel to specific dealerships, on average?



Audience Analytics

Location reveals real-world behaviors and demographics

Understand customer personas for different dealerships

Know where your most loyal customers are based

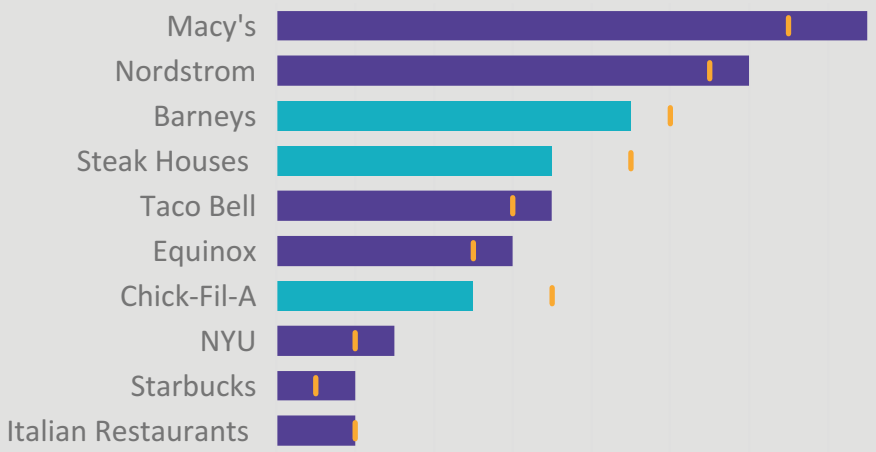
Analyze when consumers are visiting your dealership

Understand if different promotions recruit different customers

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Audience Analytics In Action

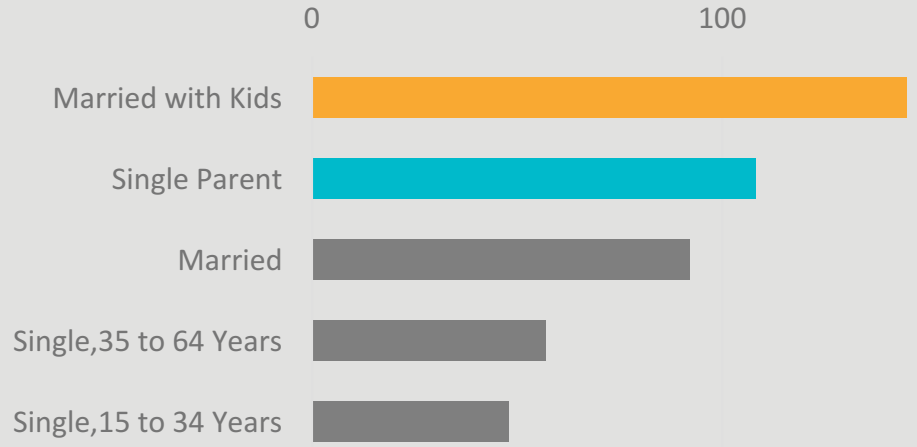
Visitation Habits of Mercedes Shopper



Audience Insights

Loyal Mercedes shoppers skew higher for visiting certain locations

Life Stage of Hyundai Shoppers



Audience Insights

Hyundai shoppers tend to have children in their household

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Three Key Takeaways

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Rebirth of a Brand: Data charts the course forward



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Location Fuels Auto

Movement to uniquely bridge datasets

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The Era of People-based Marketing is HERE

Observations, not assumptions

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