



Accelerating Vehicle Sales with Netsertive

September 2023



Speakers



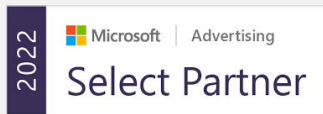
Angie Cucco
Netsertive Stellantis Rep,
Google



Carter Davis,
Sr. Director of Customer
Experience, Netsertive



Erin Martin,
VP of Marketing,
Netsertive



Netserive: Enabling localized digital marketing at scale

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated nearly \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

Agenda

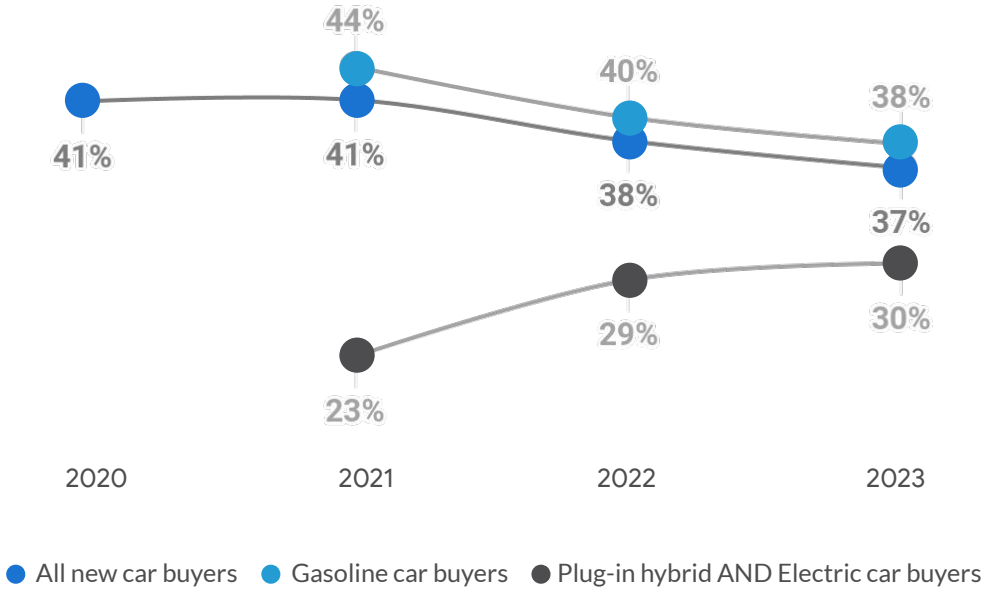
1. Digital Path to Purchase
2. Creating Demand
3. Capturing Demand with Google AI
4. Q and A



Digital Path to Purchase

The share of brand loyalists slightly declined over previous years

Share of brand loyalists (%)



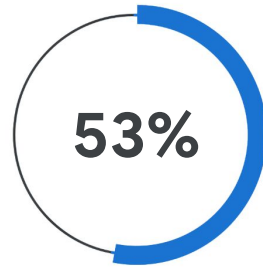
Electric car and Plug-in car buyers show **lower loyalty rates** as a consequence of the **disruption caused by new technology**.

As they become more established, the loyalty rates for buyers of alternative drives increase.

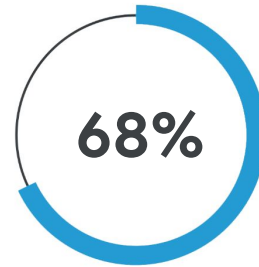
Source: Google Gearshift 2023 // Base: All new car buyers n = 1037, Plug.in hybrid car buyers/Electric car buyers n = 91, Gasoline car buyers n = 803 // Q9_B1: Have you purchased this make of vehicle in the past?

Car availability is a noticeable issue with substantial impact on the purchase decision

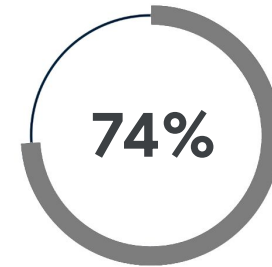
Car availability issues **experienced** during the last purchase (%)



All new car buyers

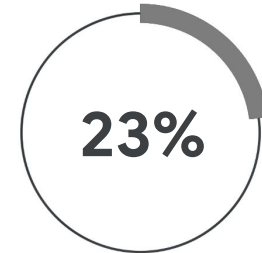
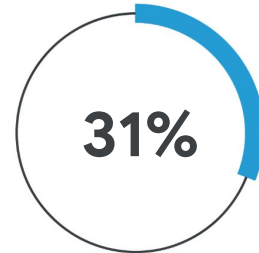
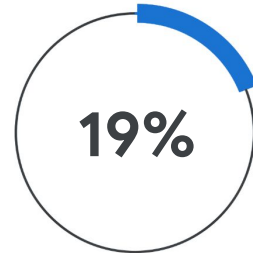


Premium/Luxury car buyers



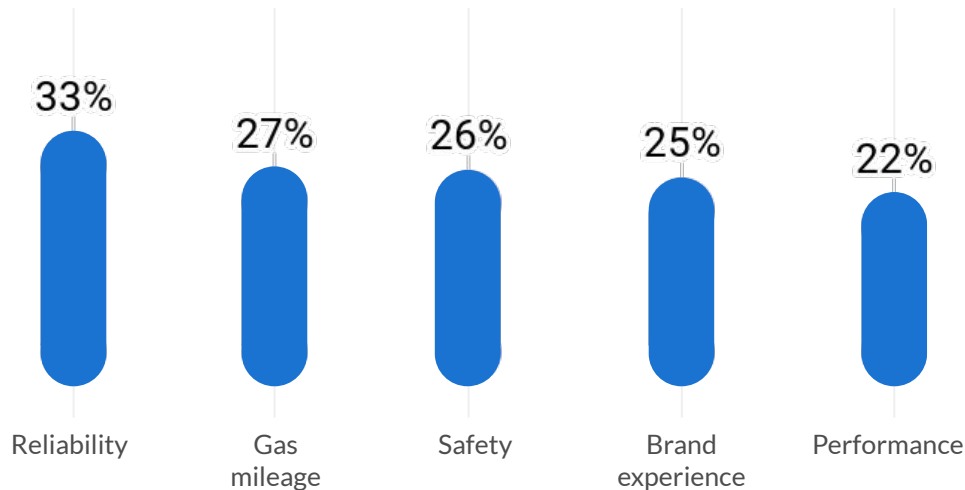
Electric car buyers

Car availability issues **impacted** the purchase decision (%)



Reliability is the most important purchase factor of the average new car buyer

Most important purchase factors (%)



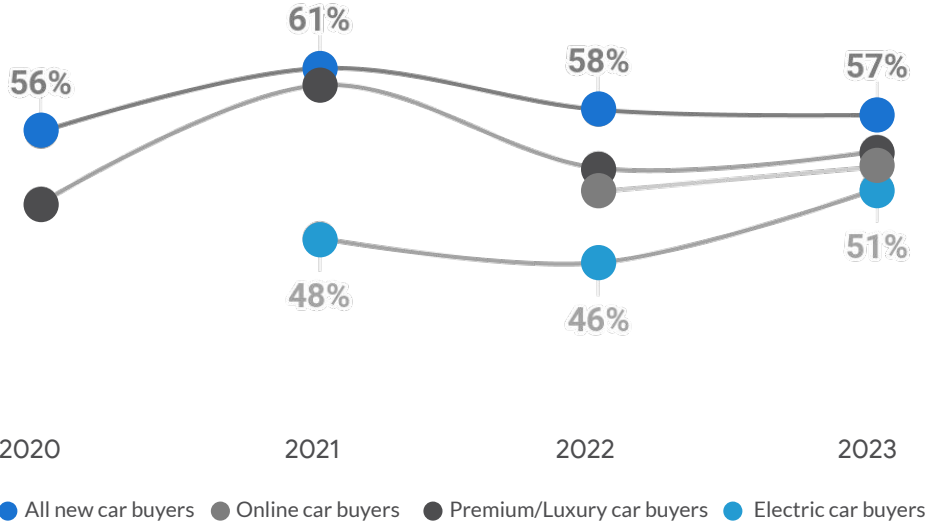
For **EV buyers**, **battery range** is most important (31%), for **premium/luxury car buyers** it is **performance** (28%).

The **“Boomer” generation** is **less** focused on **sustainable brands** than younger generations (7% vs. 13% for Millennials).

Source: Google Gearshift 2023 // Base: All new car buyers n = 1037 // Q12A: What factors and attributes were the most important in choosing the vehicle you purchased over the other models you considered?

More than half of buyers take less than one month to research

Share of car buyers with short research cycles (< 1 month) (%)

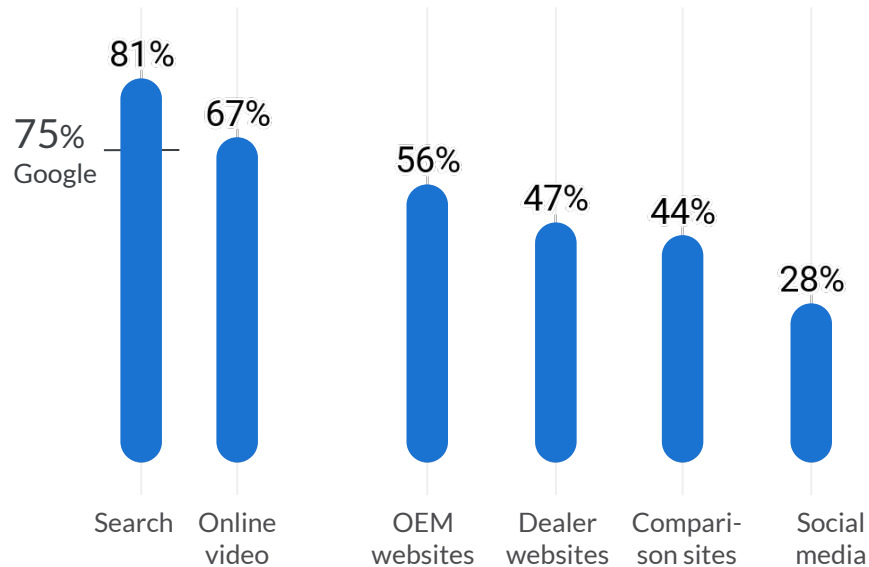


Source: Google Gearshift 2023 // Base: All new car buyers n = 1037, Online car buyers n = 128, Premium/Luxury car buyers n = 208, Electric car buyers n = 53 // Q24: How much time passed between starting to research and actually purchasing a vehicle?

(Note: Year-on-year comparisons only shown when legitimate data available)

Search and online video are the most often used online information sources

Online touchpoint usage (%)



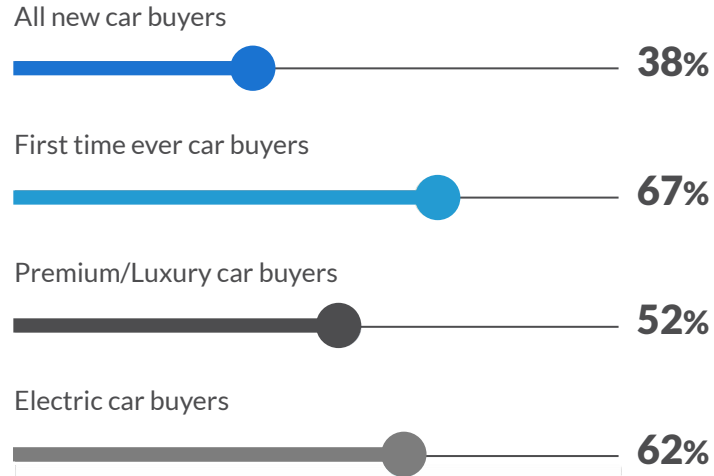
Source: Google Gearshift 2023 // Base: All new car buyers n = 1037 //

Q14: Which of these online sources informed or influenced your recent vehicle purchase at any stage (from initial research to final decision)? //

Q15: Which of these websites or apps did you use to inform your most recent vehicle purchase?

YouTube is commonly used among all new car buyers - especially by first time buyers and fully electric car buyers to support the information gathering during the purchase process

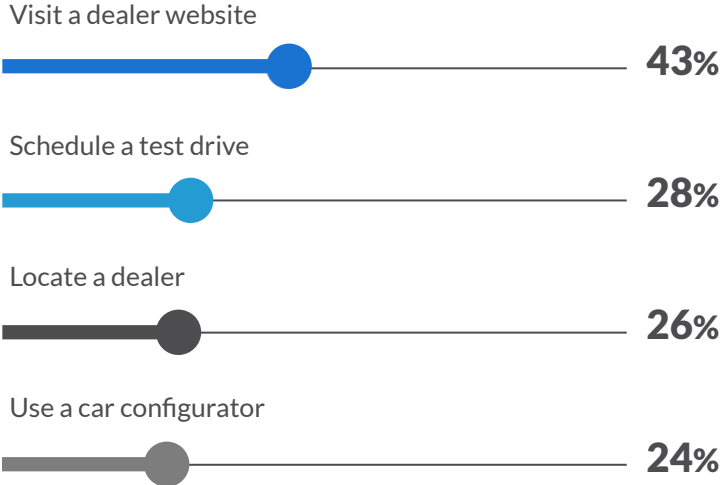
YouTube usage during vehicle purchase (%)



Source: Google Gearshift 2023 // Base: All new car buyers n = 1037, First time car buyers n = 176, Premium/Luxury car buyers n = 208, Electric car buyers n = 53 // Q16: On which of these websites or apps - if any - did you watch online videos of vehicles during your most recent vehicle purchase?

Online video leads buyers to take tangible follow-up actions

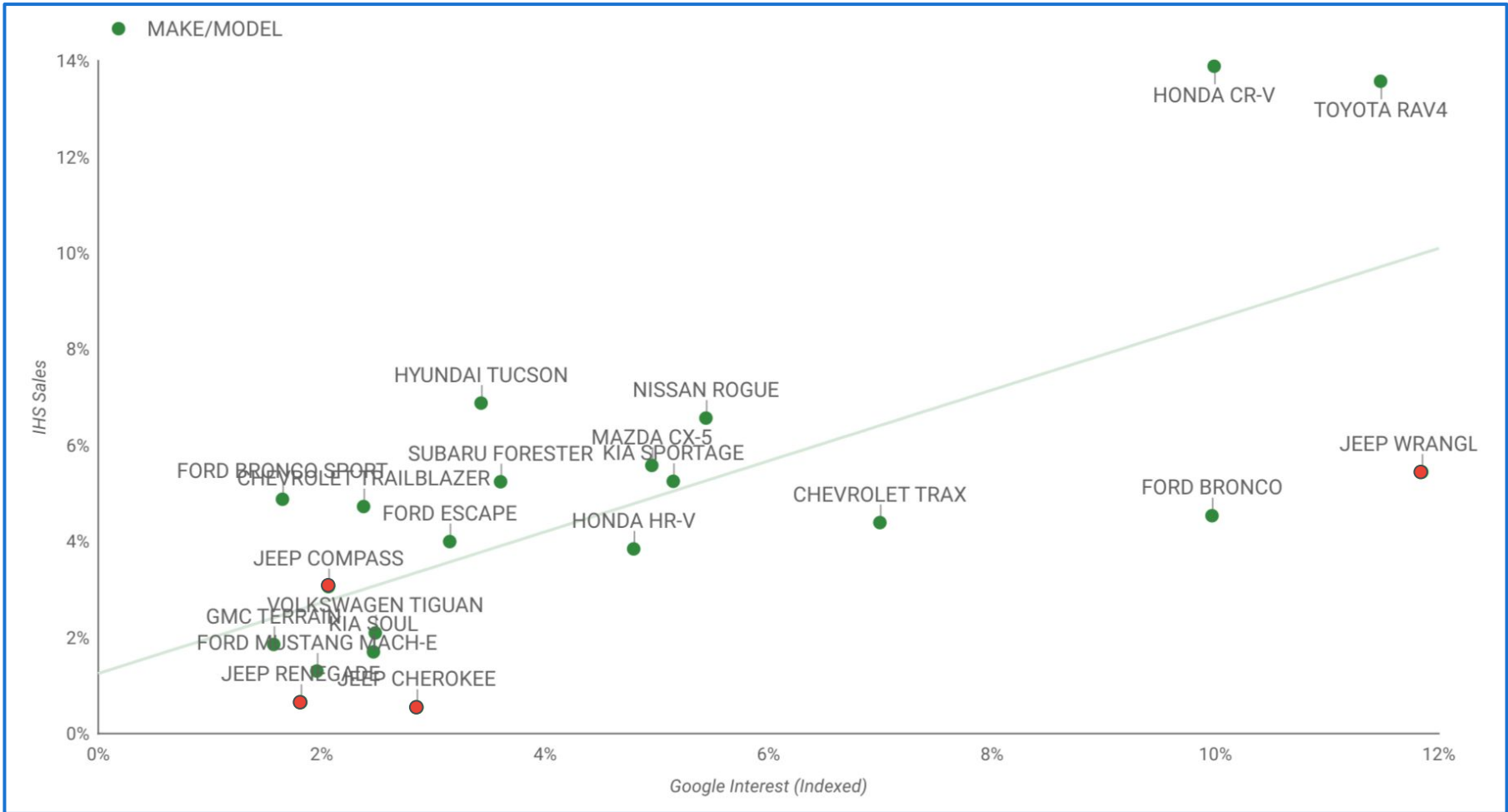
Follow-up actions after online video usage (%)



Source: Google Gearshift 2023 // Base: All new car buyers, who have watched online video n = 697 // Q36: Did something you saw in an online video lead to any of the actions below?

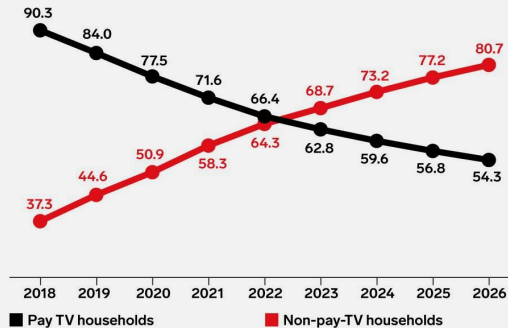


Creating Demand



We have reached the tipping point

US Pay TV vs. Non-Pay-TV Households, 2018-2026
millions



Note: pay TV households are those with a subscription to traditional pay TV services; excludes IPTV and pure-play online video services (e.g., Hulu, Netflix, YouTube, Sling TV, etc.); non-pay-TV households are those that have cancelled their subscription or have never had traditional pay TV services

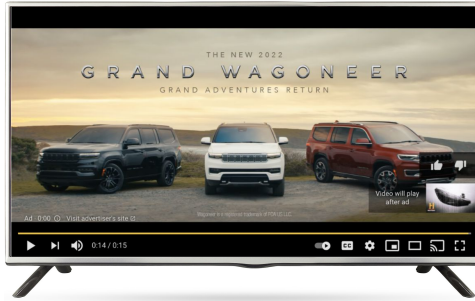
Source: eMarketer, Sep 2022

278020

eMarketer | InsiderIntelligence.com

Non-pay TV households now outnumber pay TV households as cord cutting continues in big numbers and is not forecasted to slow down.

YouTube has been proven to reach viewers your TV campaigns can no longer reach



48%



53%



35%

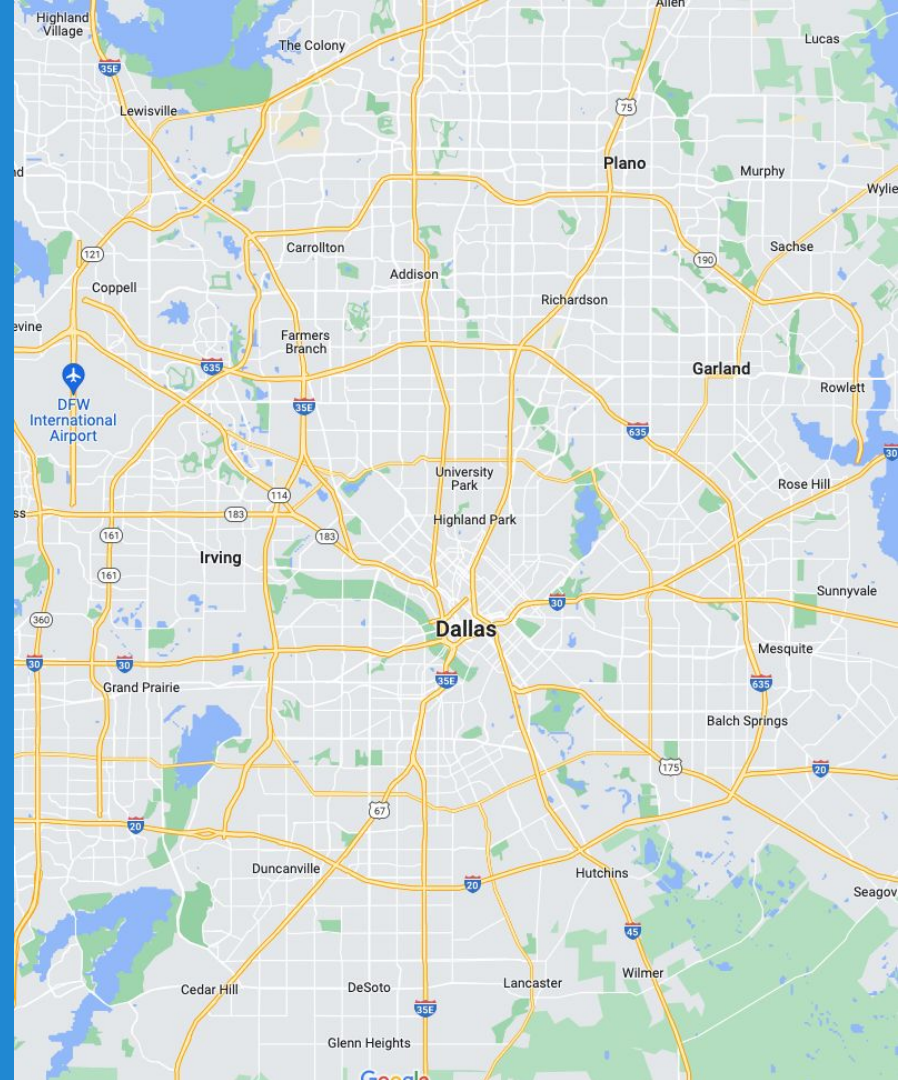
of those aged 25-54 reached by YouTube never saw your brand ad on Linear TV...
and 90%+ of the budget was spent on Linear TV



Maximizing Reach and Efficiency at the Local Level



Dallas Example For Ram 1500



Ram TV Spend - Dallas

August/September 2022

\$179,000

in TV spend

249

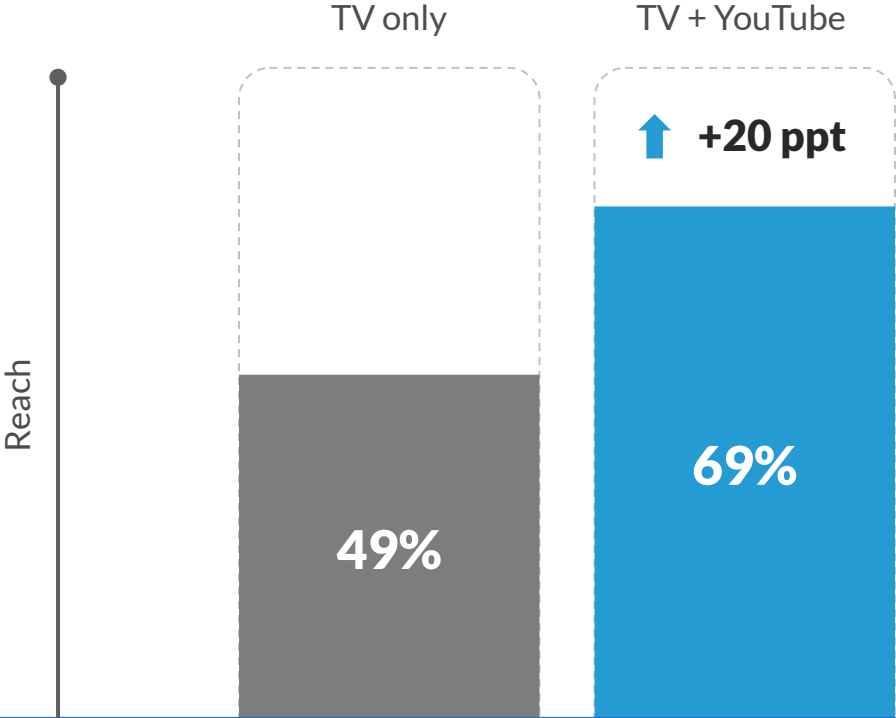
TRPs

Shifting just 30% from TV to YouTube will increase your overall reach in Dallas with the same budget

Ram TV Campaign

Dallas DMA
Aug/Sept 2022

■ TV Reach ■ YouTube & TV



Increase reach and TRPs in Dallas with the same exact budget

202

additional TRPs

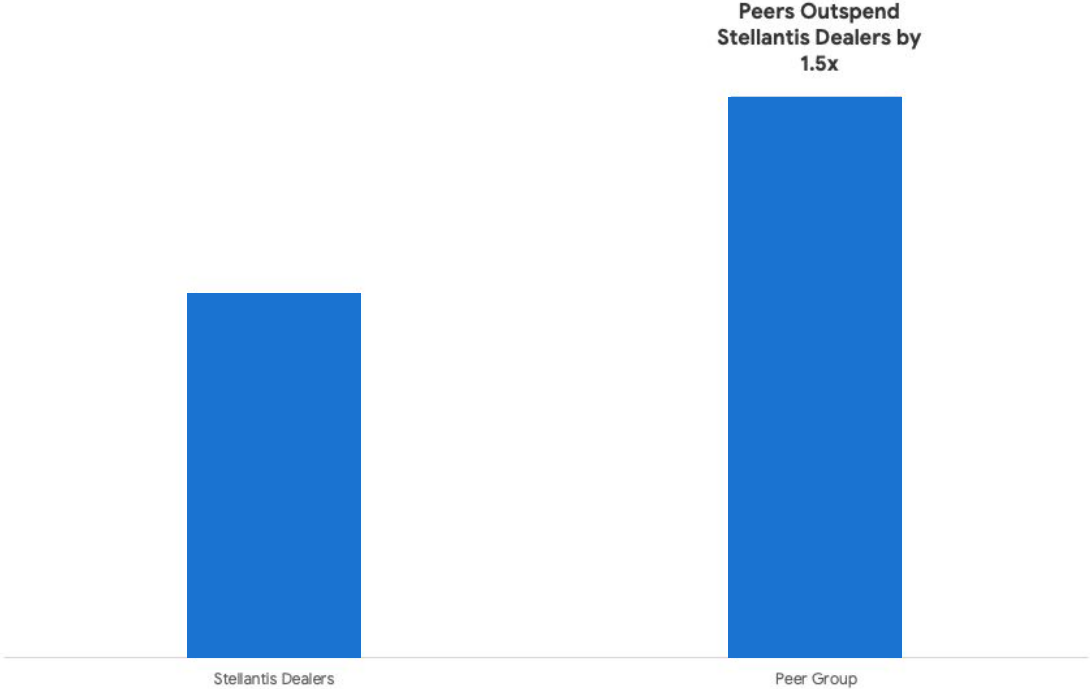
20ppt

increase in reach

	Original TV Plan	Combined Plan	Change
Demo TRPs	249	452	+202
Reach	49%	69%	+20 ppt
Total Cost	\$179,000	\$179,000	
CPP	\$717	\$396	-\$321 (-45%)

Your competitors are utilizing YouTube and investing 1.5x that of Stellantis dealers

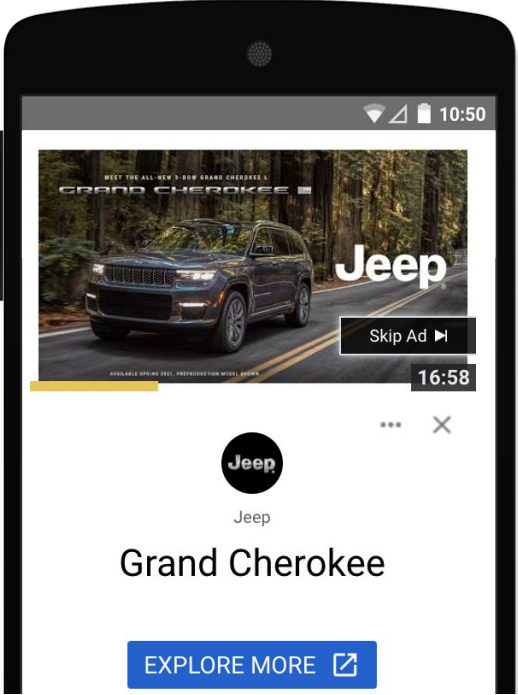
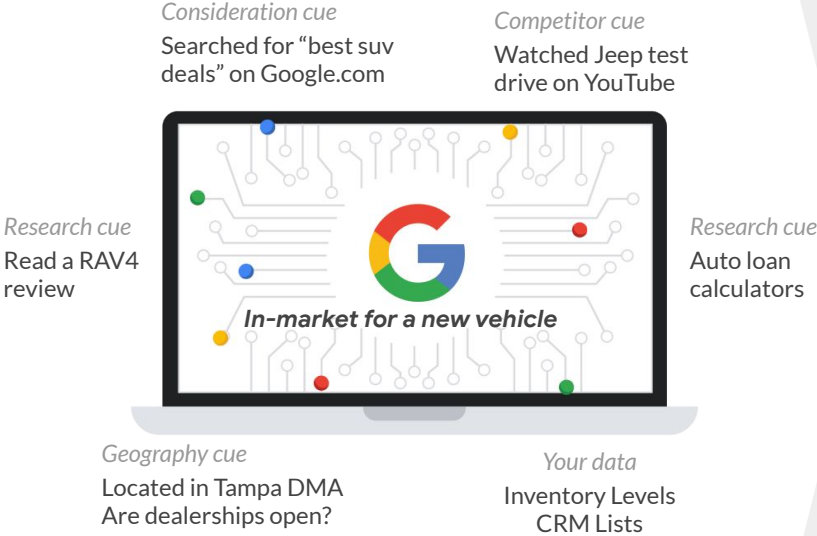
YouTube Spend for Stellantis Dealers vs. Peer Set, Q1 2023



YouTube can also help you reach the in-market shopper

Millions of Signals and Machine Learning

Video Action Campaigns



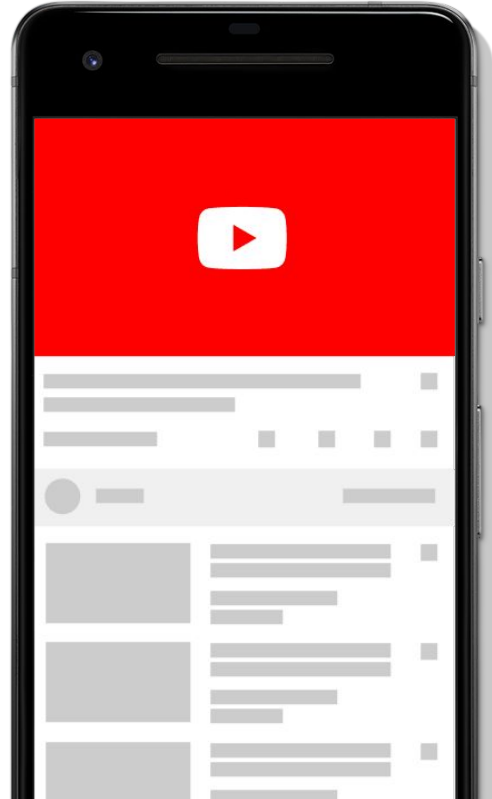
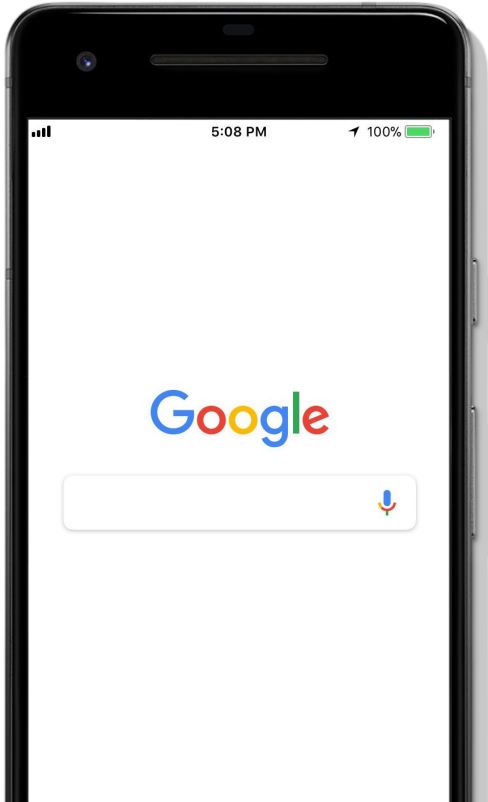
EXPLORE MORE

GET A QUOTE

SEE OFFERS

Custom Audiences

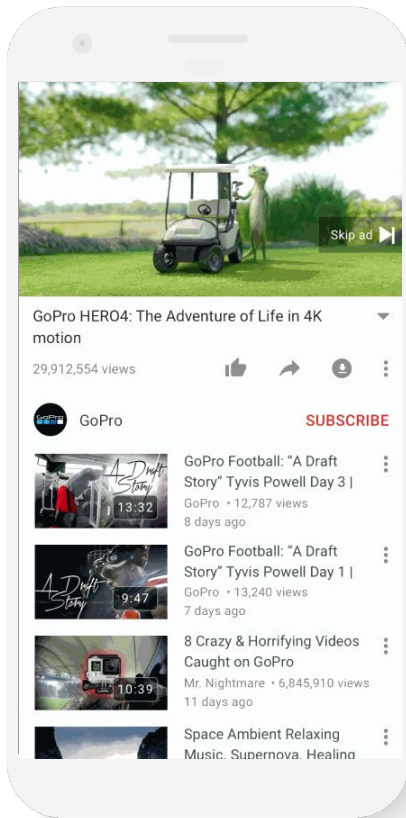
Proprietary + Confidential



lead form extensions for TrueView for action

beta

Drive leads in a privacy safe way
from your video ad

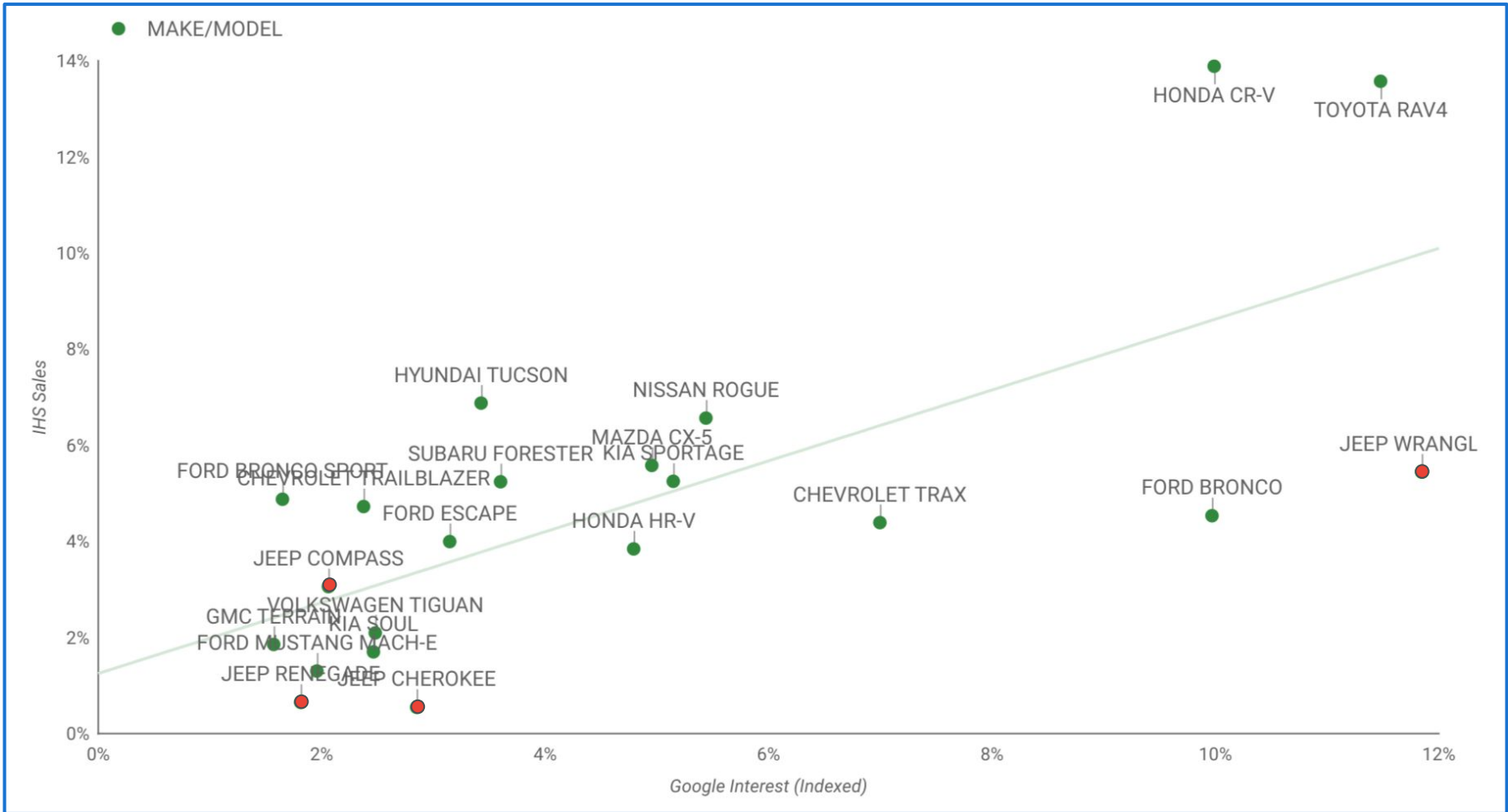


Drive leads directly from video ads

- Form fill options include name, email, phone number, and zip code (any combination)
- User information is pre-filled when available (logged-in user base)
- Skippable ads of any length (skip button appears after 5 seconds)
- Smart Bidding: Target CPA & Max Conversions



Capturing Demand with Google AI





Your Marketing, Multiplied by Google's AI

2023

AI is the third big shift

1. Internet

2. Mobile

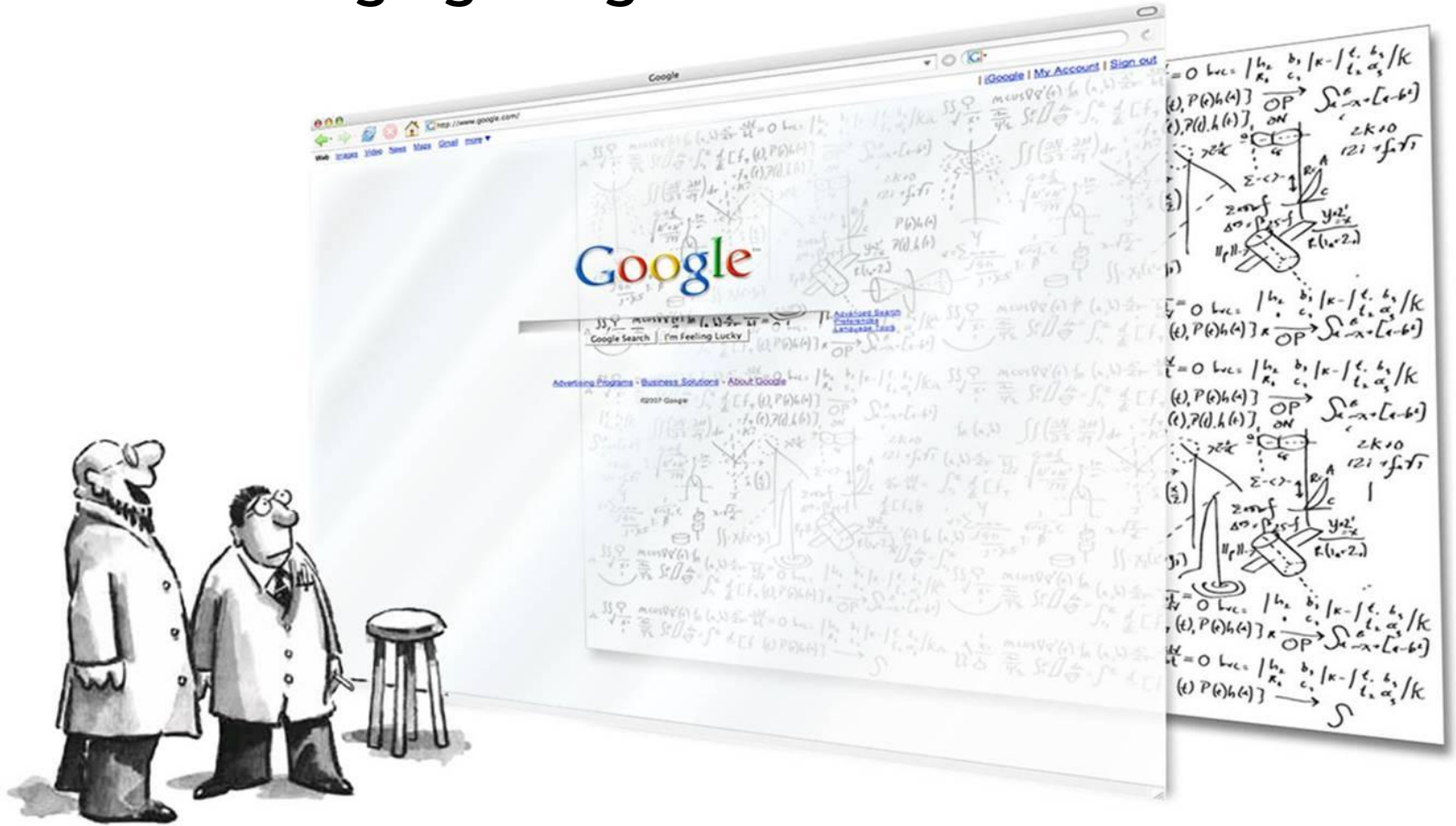
3. AI



A white laptop is shown from a slightly elevated angle, displaying a screen with a space-themed background. The background features a view of Earth from space, showing the blue atmosphere and dark, rugged terrain of the planet. The text "Google's AI" is prominently displayed in a large, white, sans-serif font. Below it, a white plus sign is followed by the word "you" in a smaller, white, lowercase sans-serif font, which is enclosed within a white, rounded rectangular border. The laptop is set against a solid blue background.

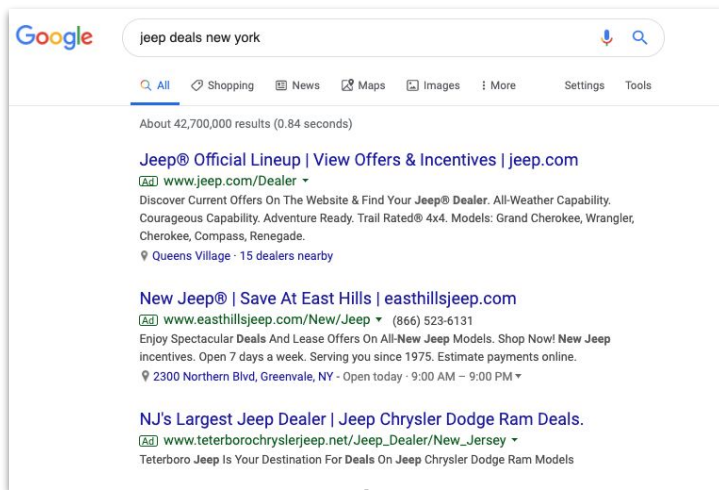
Google's AI
+ you

So How is AI Changing Google Search?



2013-2022

keywords



clicks



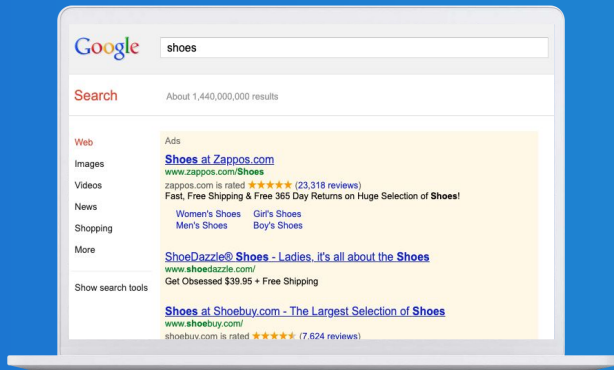
high value
actions

How many calls,
forms, traffic, visits
did we get?

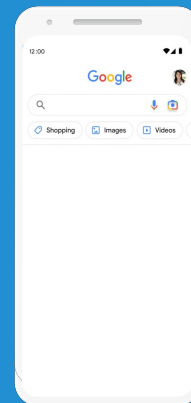
How we
manage our
ad campaigns
has been
relatively
manual and
keyword-
based

Evolving solutions for today's reality

2013



2023



General Reactive Task Orientated Blue Links

Predictive Experience Orientated Personal Visual

Business Impact:
Ad Metrics

Business Impact:
Business Goals



**Advertising is moving from
keyword-first to outcome-first**

*“I just want to sell
another car.”*

-Every Dealer

Optimize to KPIs that drive outcomes

Tier 3 KPIs for Search and Video

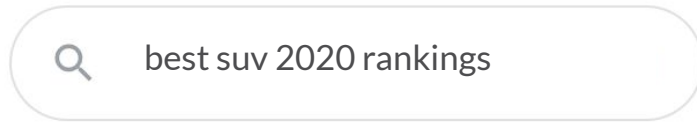
- Store Visits
- Call Leads (calls from ads)
- Form Submissions
- Contact Us (website email)
- Local Actions
- Website Chat
- VDPs
- Contact Us (mobile click to call)
- Hours + Directions



Search has fundamentally changed with Artificial Intelligence

Automation and AI is the core across bidding, creative, and measurement

Static // Limited Signals



+

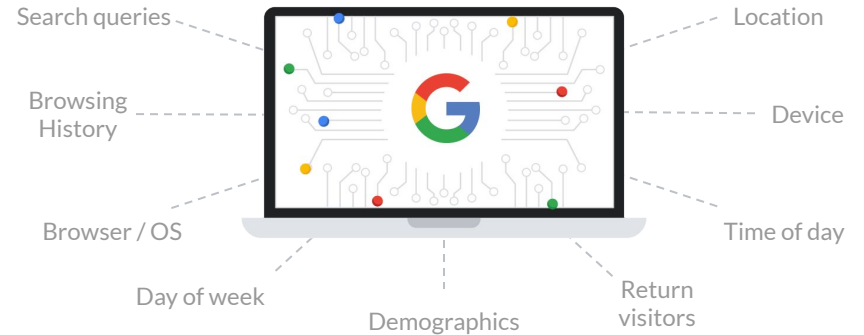


maximum bid: \$5.00 per click

PAST



Dynamic // Millions of Signals



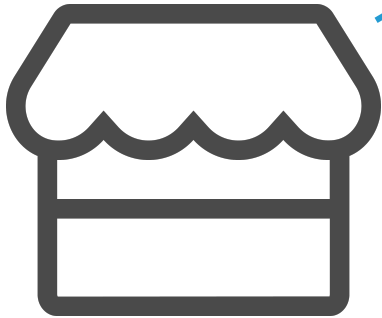
PRESENT



This evolution allows us to optimize towards outcomes, not keywords

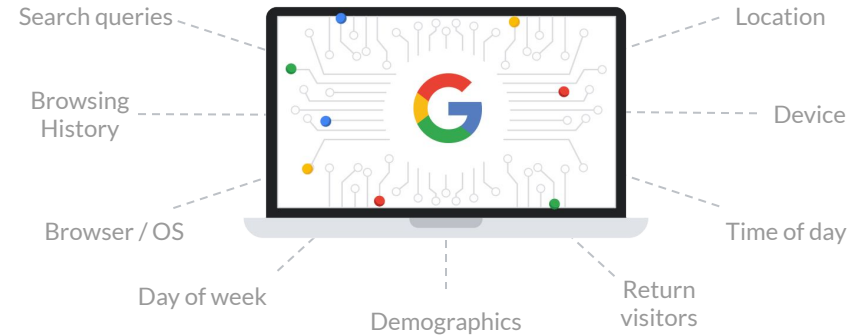
Automation is the core across bidding, creative, and measurement

Desired Outcome



\$20 per lead

Machine Learning



Thanks to AI, keywords are now only one part of the equation

Jeep Grand Cherokee



Customer 1



Returning Shopper

Early stages of shopping process

Wants to view photos

Customer 2



Recent Purchaser

Jeep Grand Cherokee owner

Wants to learn how to pair phone

Customer 3

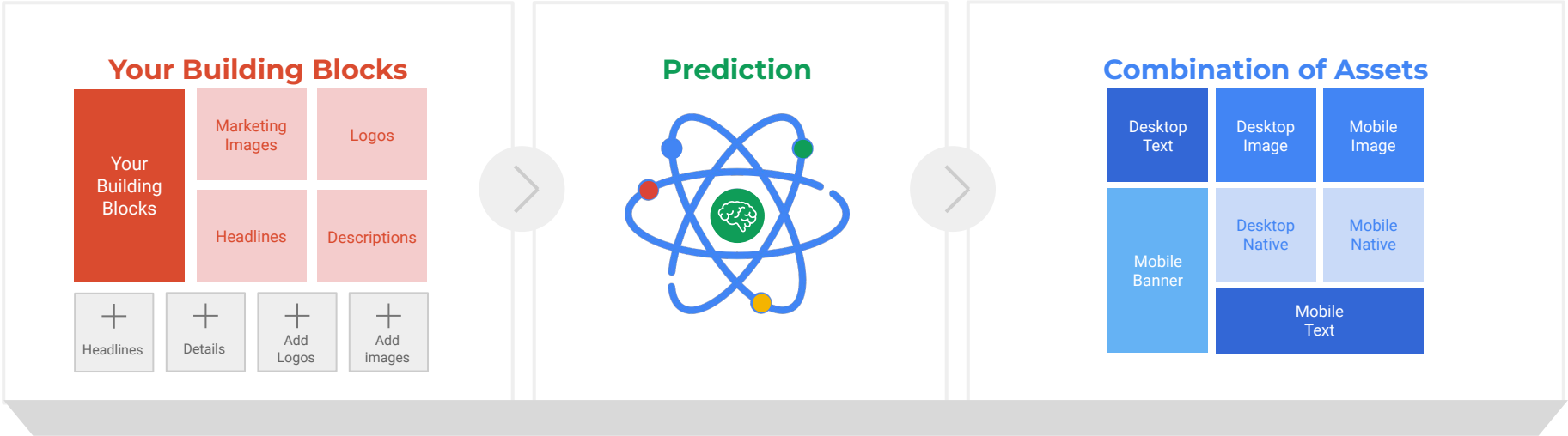


New Shopper

Looked at trade in values
In-market Jeep SUV

Wants to talk to a dealer

Put Artificial Intelligence to work on your ads



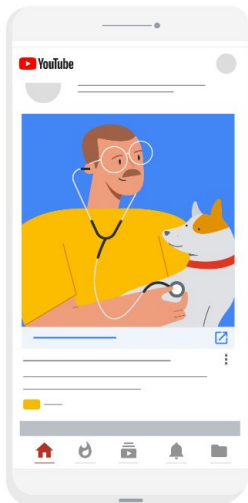
We do creative testing across billions of combinations for you.

Leveraging multiple machine learning modules (asset selection, color extraction, auto-fitting, etc) to generate the right message to the right user across desktop, mobile and apps.

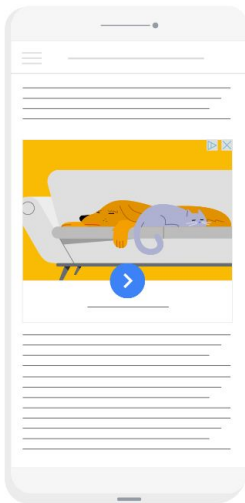
Performance Max



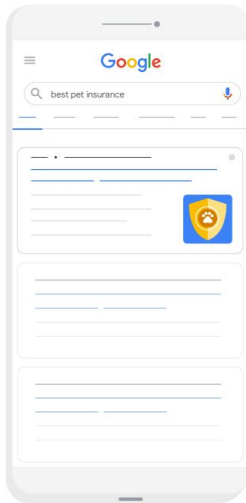
YouTube



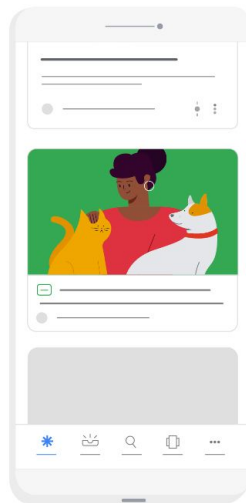
Display



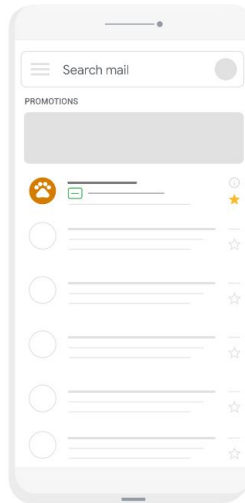
Search



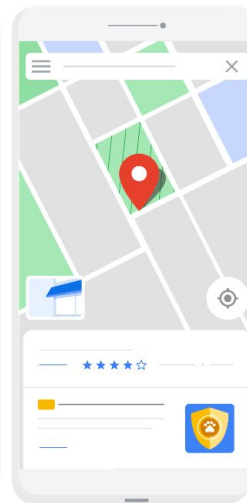
Discover



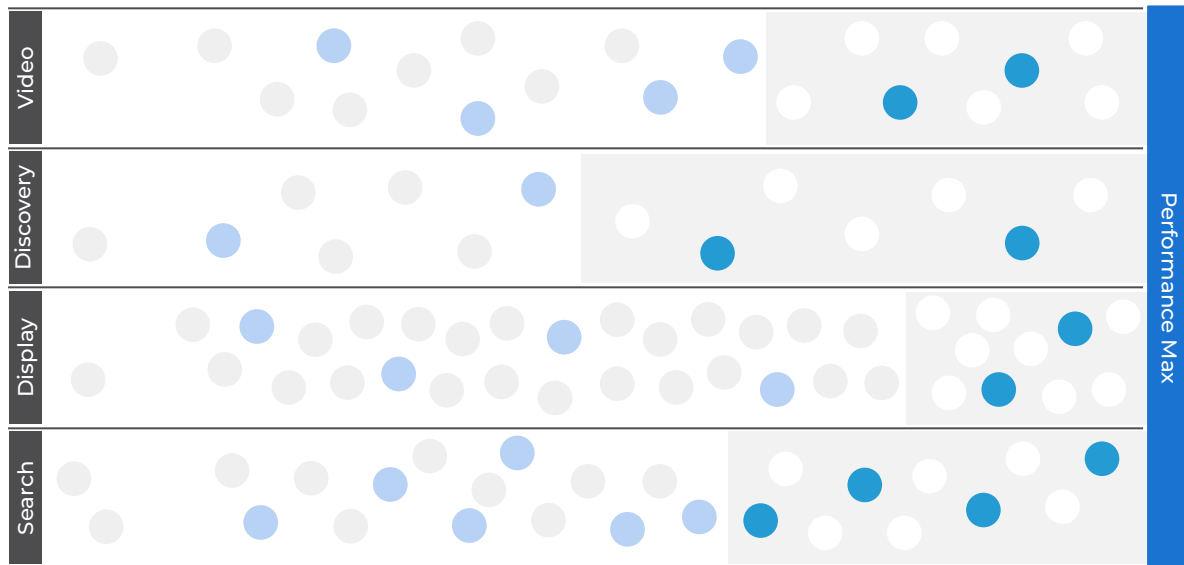
Gmail



Maps



Performance Max works in tandem with your existing Google campaigns and finds incremental value



Existing campaigns **target specific audiences** with **varying marketing objectives**

Performance Max is designed to **complement current Google campaigns** by finding **incremental business value** that would have not been captured otherwise

*Average uplift in performance based on internal studies for PMax lead gen (does not include PMax retail with GMC feed). Individual results may vary according to campaign details.

Advertisers who use
Performance Max
achieve on average over **+18%**
more conversions at a similar
cost per action.



NorCal Toyota grew leads by 70% with the help of Performance Max

“Performance Max enabled our team to increase account conversions at a lower CPA by combining high performance channels & creatives into one campaign. We’re pleased with the results and will continue to invest in this new campaign type.”

Camille Maron, Programmatic Manager, H&L Partners



NorCal Toyota wanted to drive incremental and more cost-efficient leads for new car sales. Its goal was to reach more customers across Google’s properties, including Search, by capturing queries missed in keyword-based campaigns in addition to using other highly-engaging formats on Google, such as video. Performance Max campaigns added 70% more conversions on top of existing Search campaigns. On average, Performance Max’s CPAs were 94% lower, compared to Search-only campaigns, and there was a 31% increase in overall conversions in the account during the time measured.



Performance Max with Vehicle Feed

Launched in 2022, Vehicle Ads is a performance focused format to promote new and used vehicle inventory to interested users shopping for vehicles online.



Simple and efficient:

A keyword-less campaign that focuses on your objectives and serves to the most relevant user



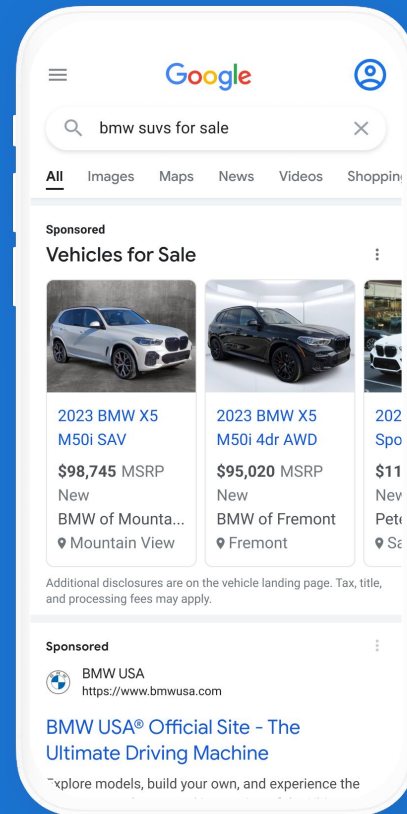
Inventory based performance:

Best of Google AI combined with your inventory to serve to the right user at the right time



Increased exposure:

Complementary to your whole search page strategy and to other Google Surfaces



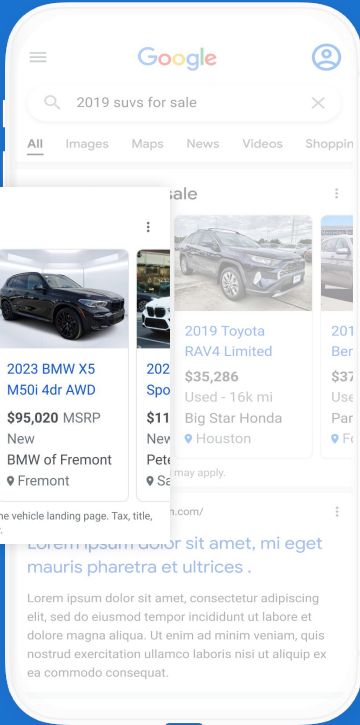
The Power of Vehicle Ads

Highlight inventory information

Vehicle image • Vehicle location • Make & Model
Price • Advertiser • Name • Mileage

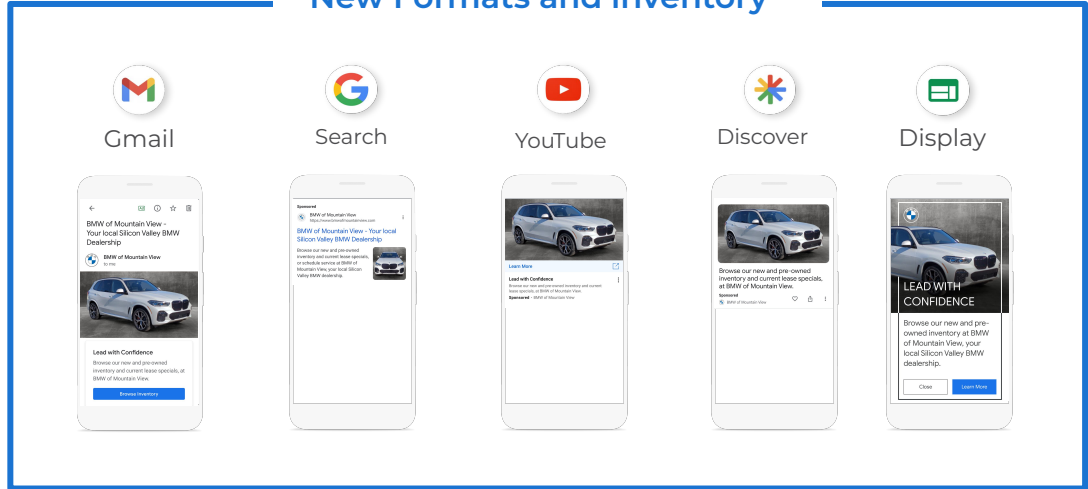


Shopping



Performance Max is the next generation of Vehicle Ads, with additional inventory and new features to help marketers reach their goals across Google Ads.

New Formats and inventory



Added formats, inventory and features to reach more car shoppers

Ken Garff

37%

Increase in conversions

35%

Increase in conversion value

14%

Increase in ROAS

“We’re excited by the results from our upgrade to Performance Max with vehicle feed, using the power of AI to get more leads, calls, and store visits by scaling to new inventory and exceeding our performance from traditional vehicle ads.”

—Nate Sato, Director of Digital Marketing, Ken Garff



Primary Marketing Objective(s)

Generate Leads

Featured Product Area(s)

Performance Max campaigns with vehicle feeds

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you’re a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business. Learn more at ads.google.com/home.

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Ken Garff drives 35% conversion value increase with Performance Max with vehicle feed

The Challenge

Ken Garff Automotive Group represents 66 dealerships across eight U.S. states. While vehicle ads had been one of its strongest performance drivers, the company was constantly looking for new ways to create qualified leads and dealership visits. As an early adopter of vehicle ads and Performance Max campaigns, the group was eager to pilot the new AI-driven Performance Max with vehicle feed to multiply conversions across Google Ads inventory.

The Approach

Ken Garff consolidated its Performance Max and vehicle ads strategy into a single Performance Max with vehicle feed campaign, which combined its vehicle feed along with text, image, videos, and other assets using Google AI to optimize across all channels and inventory.

The Results

Through this pilot, Ken Garff was able to maximize conversion value across key conversion actions including leads, phone calls, and store visits. The Performance Max with vehicle feed campaign drove a 37% conversions increase with a 35% conversion value increase, which resulted in a 14% increase in return on ad spend (ROAS). Ken Garff is excited about the upgrade to Performance Max with vehicle feed across its dealerships.



Taking Action

How do you take action?



Creating Demand

Fish where the fish are...

YouTube is the **number one video site** for automotive research

Creating demand on YouTube allows you to easily convert those customers to leads / sales



Capturing Demand

Use Google AI to capture existing demand with PMax and Vehicle Ads

Increase total conversions by 18% by adding Performance Max to your campaigns

Optimize to the actions you want to drive on your site



Know the Trends

Brand loyalty is declining, driven by availability issues

Owners are holding on to their cars longer and are looking for reliable vehicles

The research window is ever-shorter, with most deciding in <month

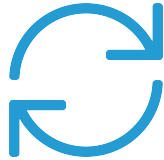
LOCALIZED VIDEO AND CTV ADVERTISING CAMPAIGNS

Drive Brand Awareness and a Local Call to Action

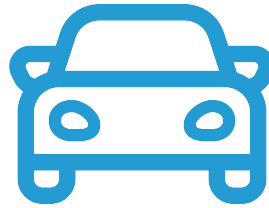


Brand Awareness with Local CTA

Netserve Stellantis Certified Provider Opportunities



Turnkey Service



Heavy Ups
and Promos



Co-Op

Connect with Us

cdavis@netsertive.com

[Netsertive.com/automotive](https://netsertive.com/automotive)



Angie Cucco
Netsertive Stellantis
Rep, Google



Carter Davis,
Sr. Director of Customer
Experience, Netsertive



Erin Martin,
VP of Marketing,
Netsertive