

AUTOINTELLIGENCE: THE ONLINE CHANNEL™

Automotive online competitive insights from Compete

MERCEDES MOVED THE ONLINE NEEDLE IN MAY

As part of its ongoing online channel tracking, Compete identified a lift in traffic on mbusa.com in May. Compete assessed whether the lift was part of a market-wide trend (by showing Mercedes' share of all OEM traffic) and/or part of a luxury market trend (by benchmarking Mercedes results against those of Lexus and BMW). Results exclude double-counting of consumers that visited more than one OEM site in a month (share denominator) and that visited a given OEM site more than once in a month (numerator).

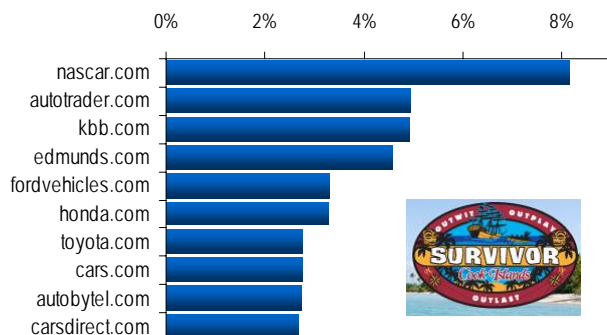
The Mercedes lift in May nearly doubled its typical share of OEM site traffic. The gain was short-lived and unique (i.e., Lexus and BMW shares were stable during the period). The May Mercedes lift coincided with GL-Class launch, so it may have been related to GL Class advertising in general or more direct approaches, such as emails to hand-raisers with embedded links to the Mercedes site, or Mercedes event advertising.

OEMs use intelligence on their own sites within the context of the market and rivals to best understand and document online advertising effectiveness. Complementary analyses include assessing what consumers do once on sites, including what content they use and what vehicles they select (like GL-Class), as well as where else they visit, such other OEM sites, third party automotive sites, search engines, and non-automotive sites (see second story).

GM SURVIVAL WITHOUT SURVIVOR

GM recently announced it would end support of the Survivor TV program. As one way to measure the risk to GM from the decision, Compete assessed the extent to which unique visitors across several Survivor sites in aggregate visited automotive sites. The aggregate set includes cbs.com/primetime/survivor, survivor.com, survivorfire.com, survivorshrine.com, survivorskills.com, and unofficialsurvivorguide.com, with related wildcarding. Behaviors are any time in August, so not exclusively from the Survivor sites to the auto sites. Consumers that visit more than one Survivor site were counted only once in site set totals.

SHARE OF UNIQUE VISITORS ACROSS SURVIVOR SITE SET THAT ALSO VISITED AUTOMOTIVE SITES SHOWN, AUGUST 2006



Only a small share of site set visitors visited any auto site. NASCAR.com was #1, capturing 8.2% of set shoppers. Three of the top 10 automotive sites were OEM sites, with fordvehicles.com leading at 3.3%. No GM site was among the top 10, meaning that from an online perspective there is little risk in

discontinuing Survivor support. In fact, as a result of the relatively high overlap with NASCAR.com, GM may be able to more cost-effectively leverage interest among Survivor enthusiasts via its support of NASCAR.

Automakers use consumer behavior across websites as one measure of the success of advertising campaigns—whether or not the campaigns are online. They can also use combinations of behaviors to identify potential ways to reach target audiences indirectly and potentially more cost-effectively, such as reaching Survivor enthusiasts via NASCAR.

Mercedes bettered its luxury rivals in May—but the lift was fleeting

Compete provides contextual automotive online intelligence framed in the most detailed and immediate insights into online advertising effectiveness, site effectiveness, and channel synchronization. Our services help automotive online executives optimize content, tool, and marketing decisions and benchmark performance against rival actions.

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