



Influence of Digital Media on Car Purchases

Understanding Media ROI for Fiat 500 Spain



maxus

About this project

Fiat España wanted to identify the key marketing drivers to purchase, and to quantify the effect and efficiency of each:

- With focus on both direct and indirect effect
- With focus on the role of online and offline advertising

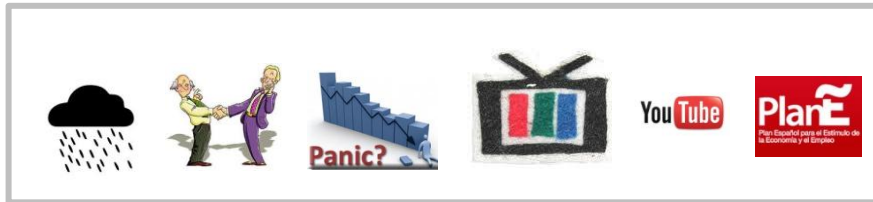


The Fiat Brand

More than a sign of recognition.

Since 1899, the Fiat logo has been a veritable sign of distinction, the "calling card" for all our models.

Methodology



1. Need to collect all the variables that may influence sales



Model: MODEL1
Dependent Variable: altas_emision

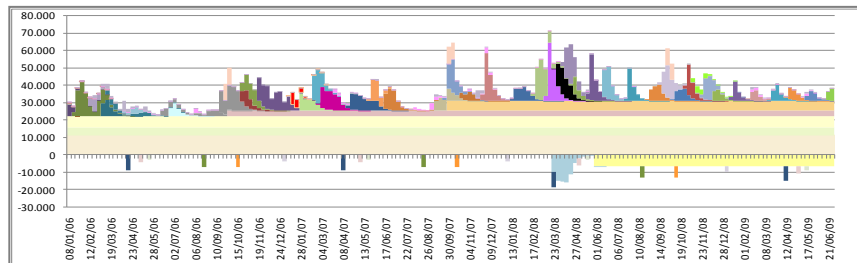
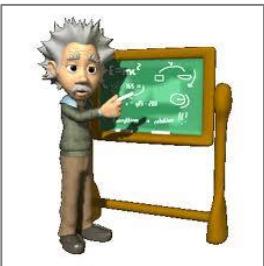
Number of Observations Read 208
Number of Observations Used 208

Analysis of Variance

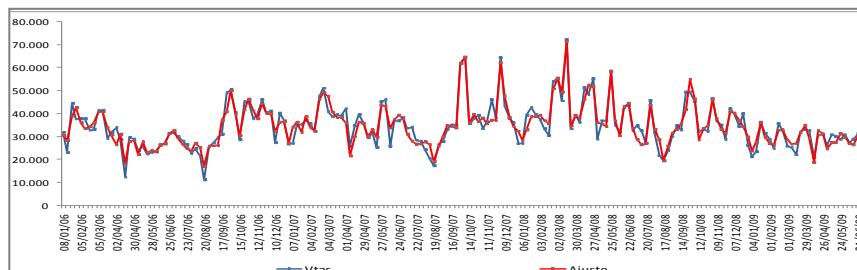
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	39	1657361878	42496458	44.04	<.0001
Error	168	162093645	964843		
Corrected Total	207	1819455523			

Root MSE	982.26428	R-Square	0.9109
Dependent Mean	11003	Adj R-Sq	0.8902
Coeff Var	8.92743		

2. Analysts use judgement and SAS to produce different regression models until best combination is identified



3. So they are able to identify each variable's influence on sales



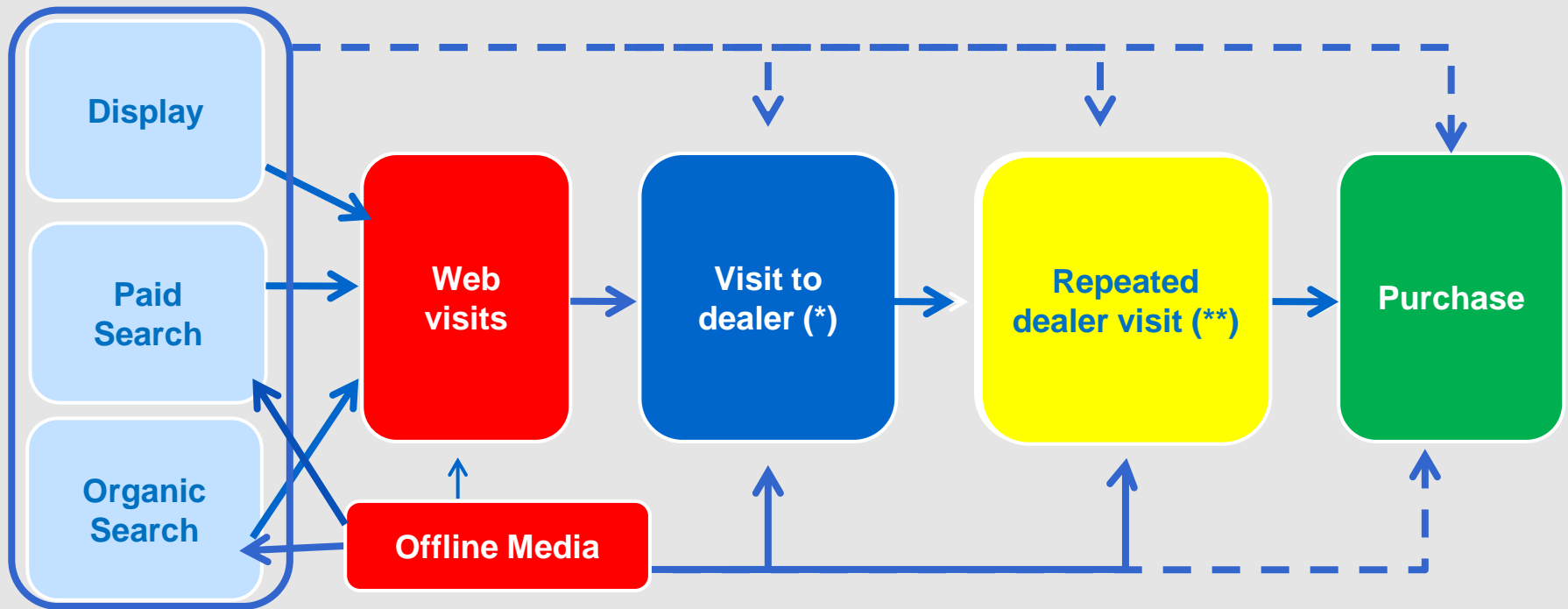
4. Final check: the blue line is the reality (sales); the red line is the model (how it fits the sales)



Understanding Drivers of Car Purchases

The Car Purchase Funnel was identified and sized

18 econometric models were built - 6 models for each of the 3 cars included in the research

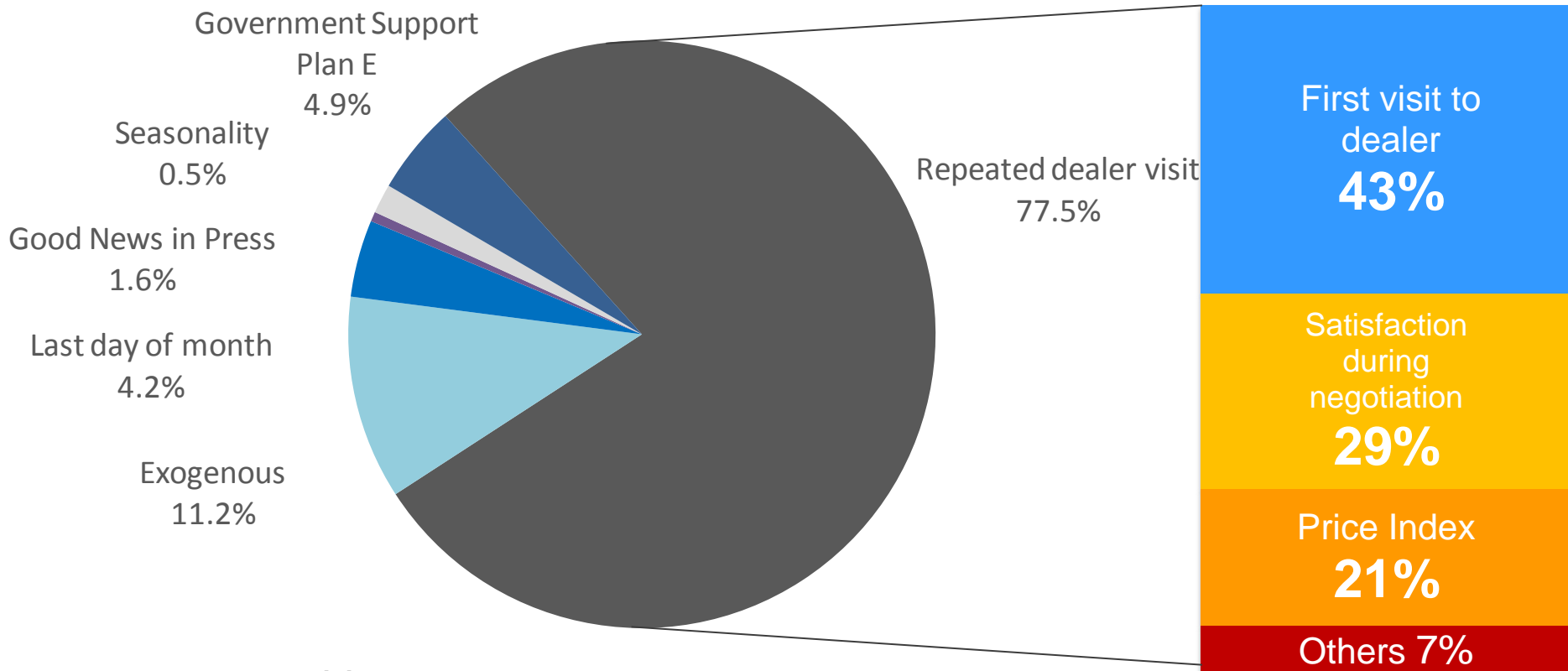


(*) Visit to dealer = Persona que visita el concesionario por primera vez.

(**) Repeated dealer visit= Persona que ha estado en el concesionario durante los 4 meses anteriores y vuelve a realizar otra visita.

-----> Indirect impact. The model doesn't show a direct impact on that variable.

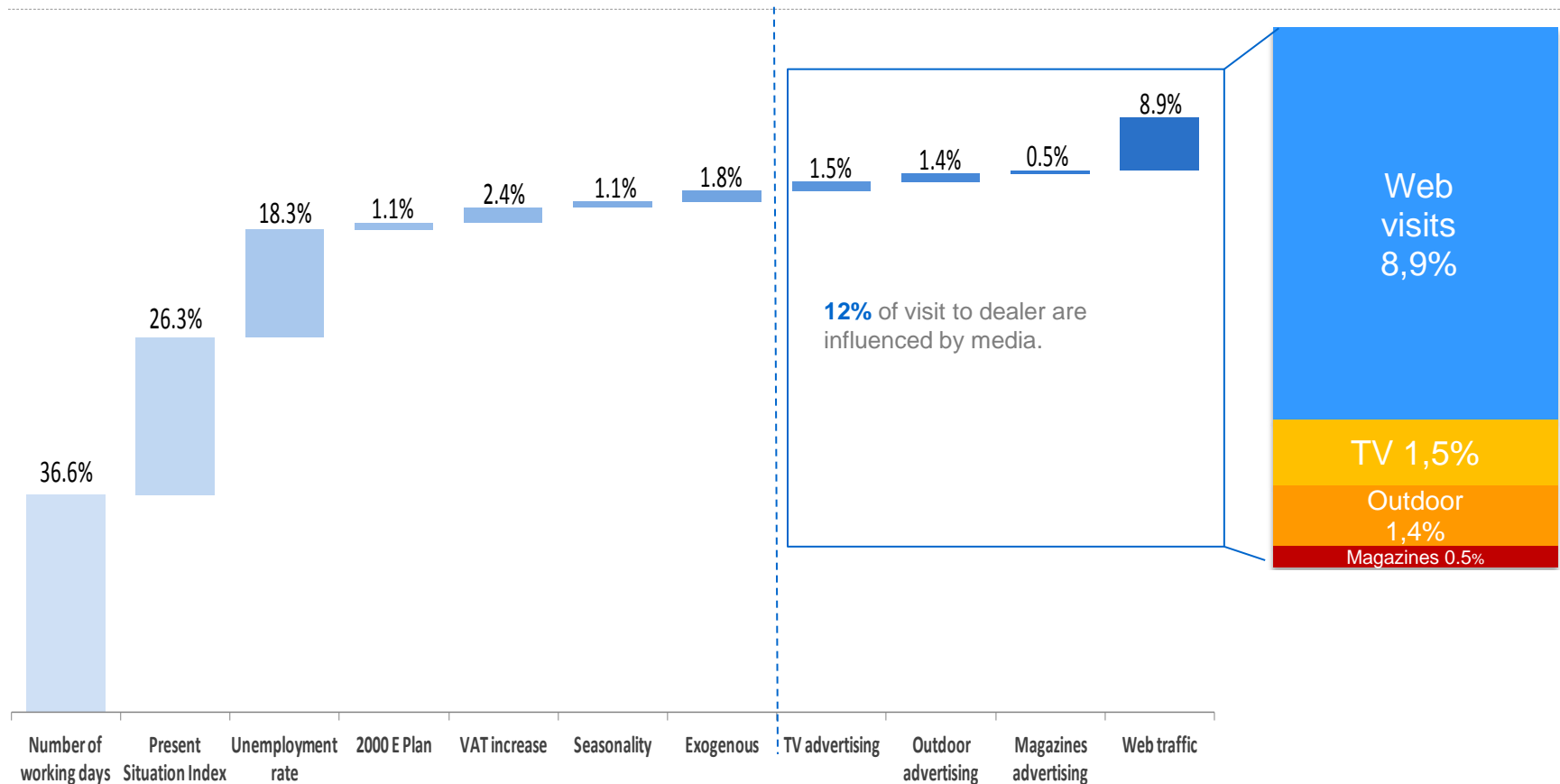
Dealer visit and price are key direct purchase drivers



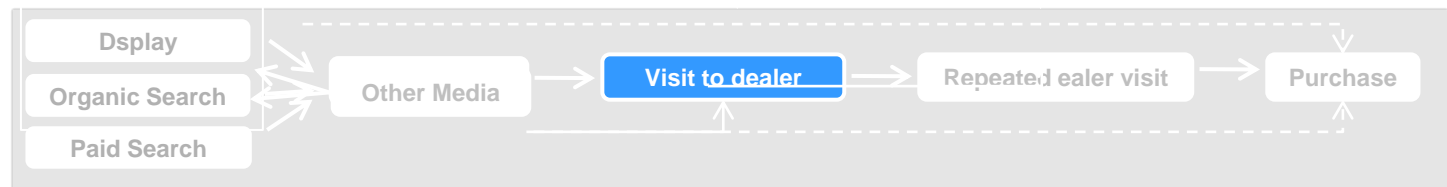
Purchase and Repeated Visits models



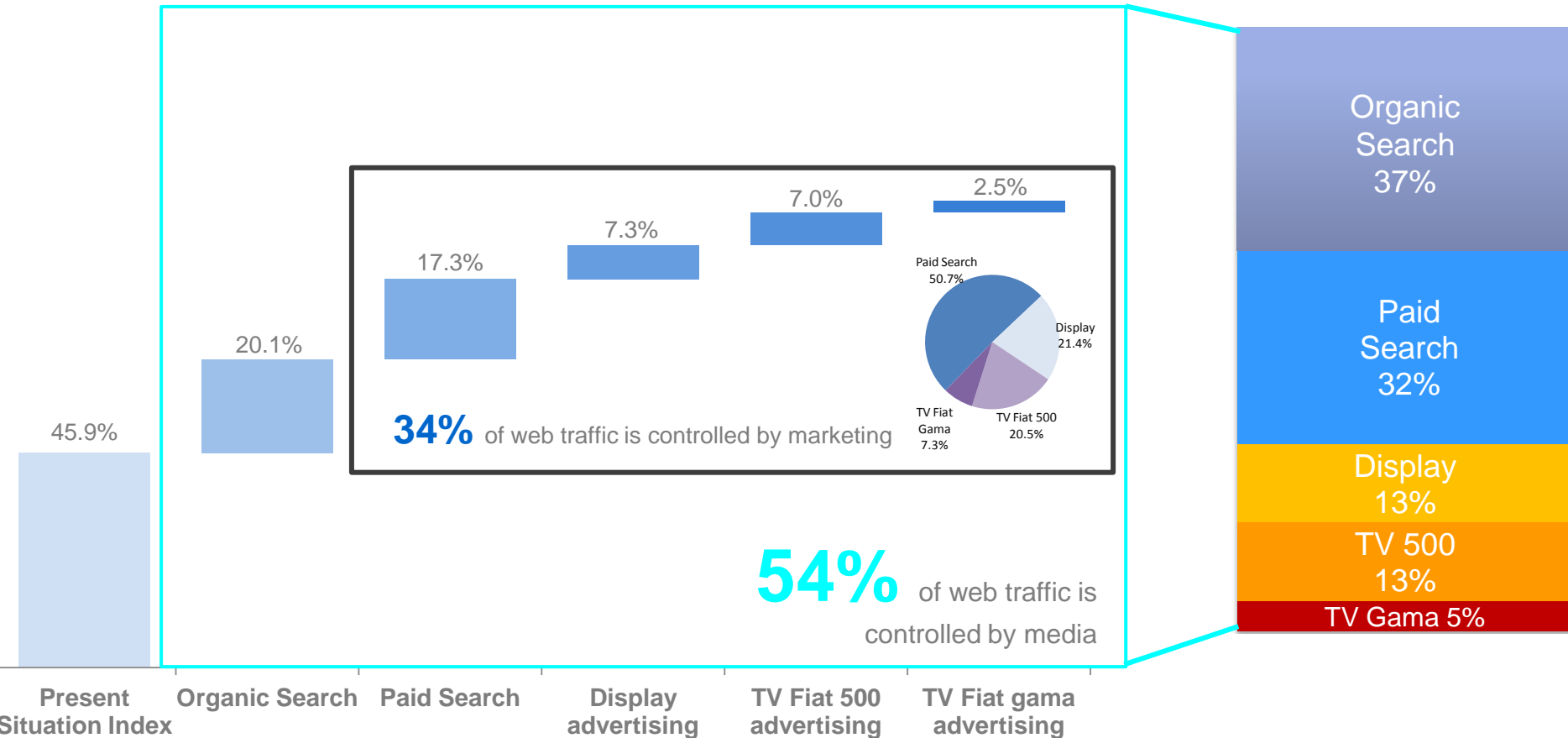
Web visits drive majority of media-influenced dealer visits



Visits model



SEM, Organic Search and Display drive 82% of web visits controlled by media



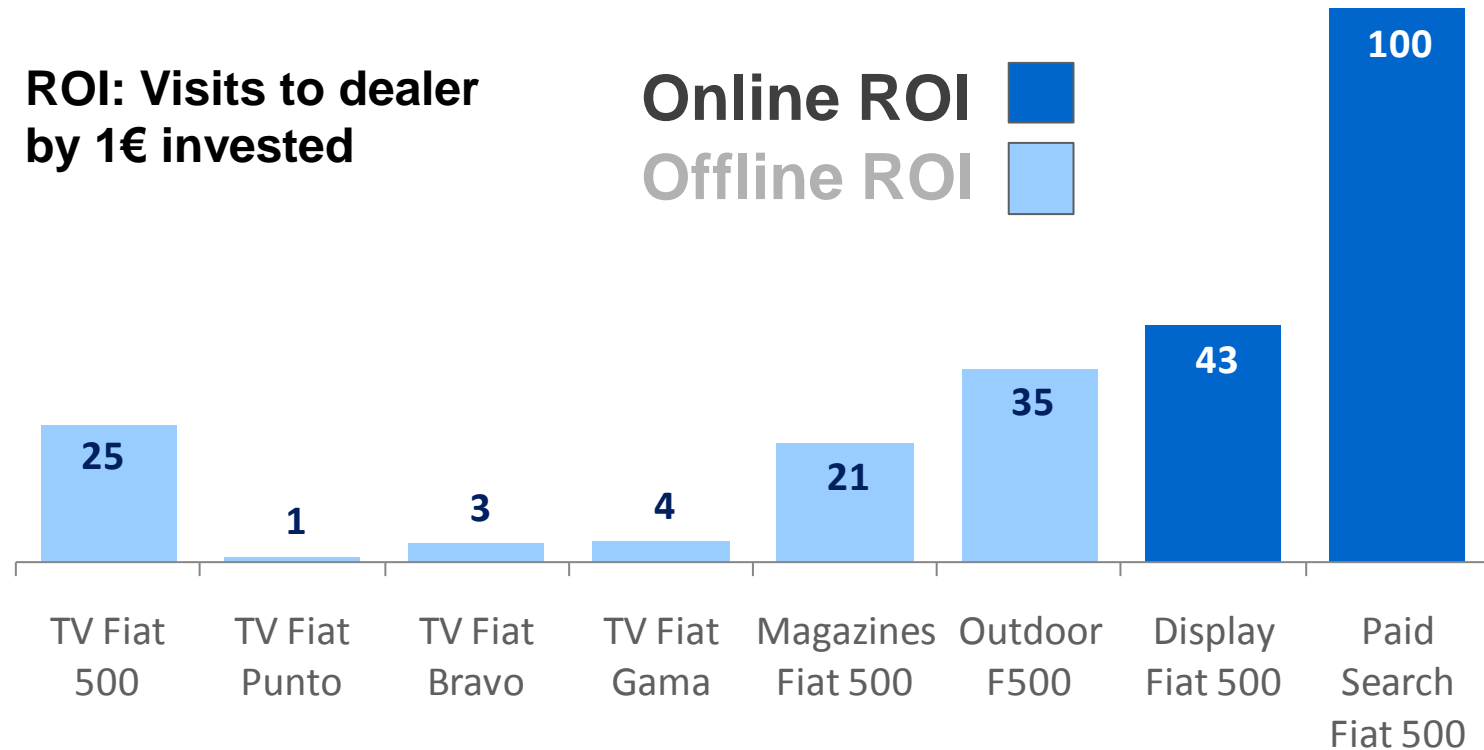
Web visits model



SEM & Display are most efficient paid media to generate dealer visits

ROI: Visits to dealer
by 1€ invested

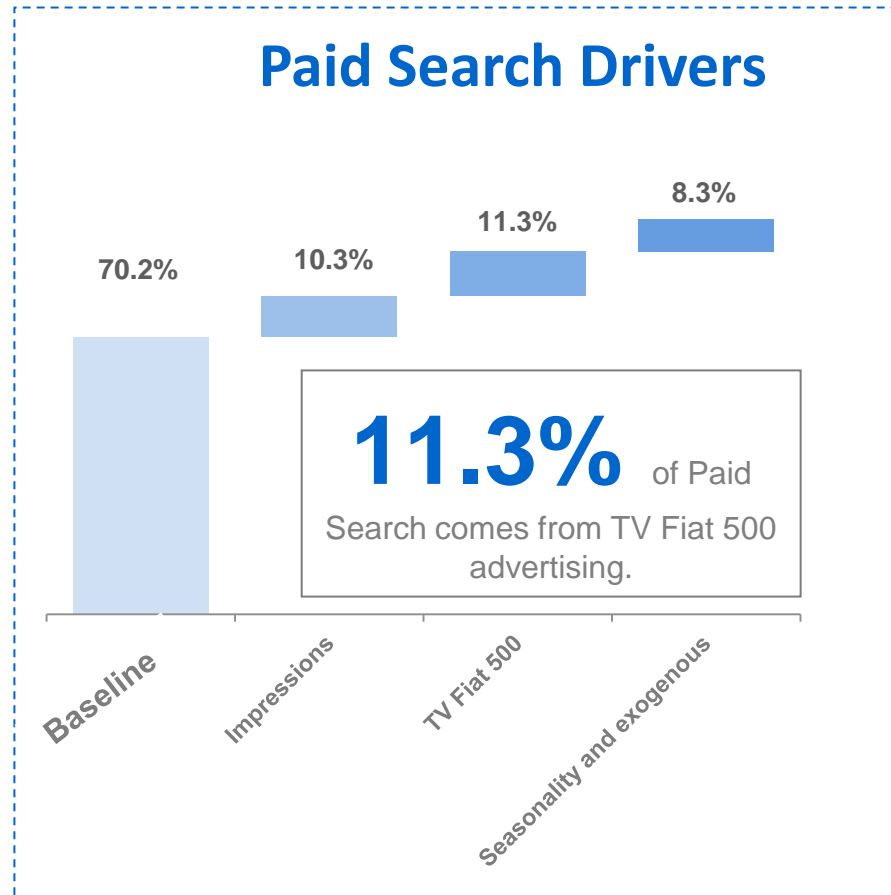
Online ROI
Offline ROI





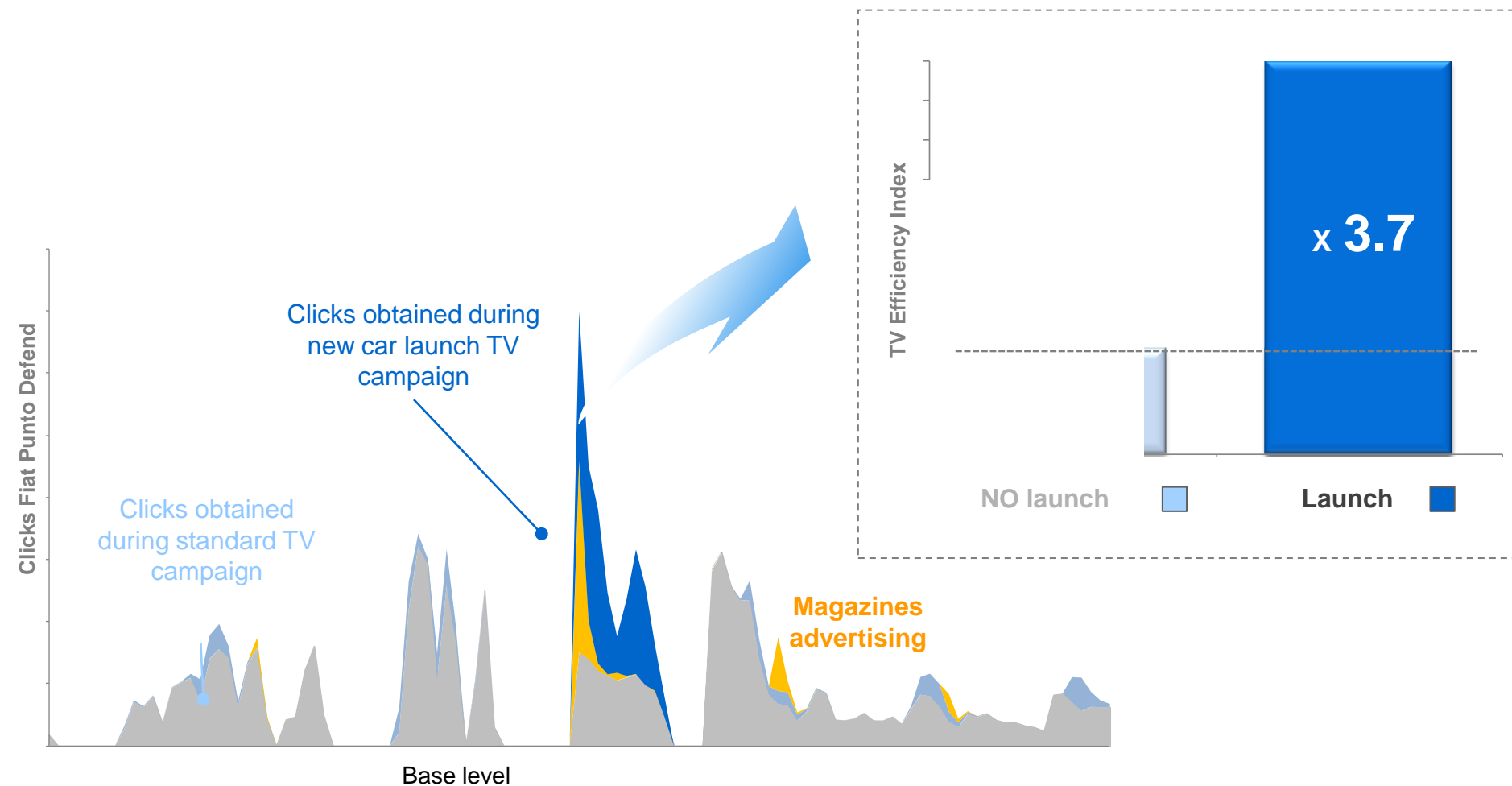
Optimizing SEM

TV has a significant effect in Paid Search



Paid Search becomes critical in TV campaigns for new launches

Clicks are multiplied by **3.7** during the TV campaign of a new car launch:



Paid search optimal timing requires 2 additional weeks

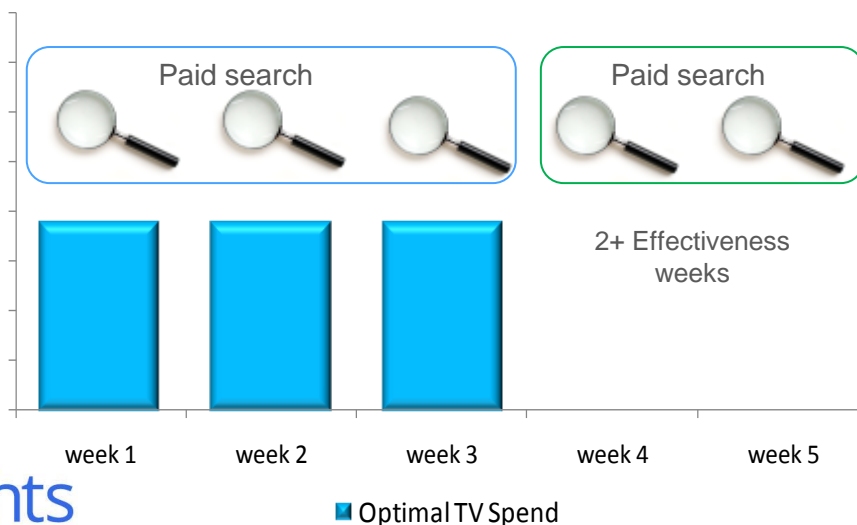
- 1 Econometric models demonstrate that TV ads increase SEM clicks




- 2 Thanks to these models we know the efficacy period after campaign ends (halo effect)



- 3 To maximize the TV efficacy, it is recommended to do SEM across all TV campaign weeks, and reinforce SEM **2 weeks after it finishes with same creative.**



Improving position in paid search results in an increase in clicks



fiat 500

Buscar

Aproximadamente 24.700.000 resultados (0,09 segundos)

Google.com in English Búsqueda avanzada

Nuevo Fiat 500 Twinair | fiat.es

Más Potencia, Menos Consumo, Menos Emisiones. ¡Descúbrelo Ahora!

www.fiat.es/Fiat_500_Twin_Air

Fiat 500

Promociones Fiat

Anuncio


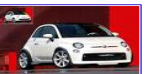


1.2ªposition

Fiat 500

Sitio oficial de Fiat 500. Descubre todos los modelos del Fiat 500 y todas las promociones que tenemos para ti. ¿Quieres probar uno?

www.fiat500.es/ - En caché - Similares

Imágenes de fiat 500 - Informar sobre las imágenes



Fiat 500 | Fiat.es

Descubre el Fiat 500. El Fiat 500 tiene infinidad de detalles que aportan estilo, comodidad y líneas deportivas.

www.fiat.es/fiat-500 - En caché - Similares

Configurador Fiat 500 | Fiat.es

Configura a tu medida el nuevo Fiat 500. Compara entre las distintas ...

www.fiat.es / Fiat 500 - En caché - Similares

Fiat.es - Todos los modelos y las mejores ofertas de vehículos Fiat

Descubre la nueva gama Fiat 500 Twin Air. El TwinAir de Fiat, reconocido ...

www.fiat.es/ - En caché - Similares

Mostrar más resultados de fiat.es

Fiat 500 turismo, 3 puertas, motores, interior, equipamiento ...

22 Feb 2011 ... El Fiat 500 es un utilitario con carrocería de tres puertas y cuatro plazas que está en venta desde 11.300 €.

www.km77.com/00/fiat/500/t01.asp - En caché - Similares

Fiat 500 mejor precio coche, descuentos automoviles

Fiat 500, les ofrecemos los precios de la gama del pequeño utilitario italiano, encontraras tambien varias fotos y videos.

www.arpem.com/coches/.../fiat/500/fiat-500.html - En caché - Similares

Fiat 500 - Wikipedia, la enciclopedia libre

Tres modelos de automóvil realizados por Fiat han recibido la denominación 500: El Fiat 500 construido entre 1936 y 1955, popularmente conocido como ...

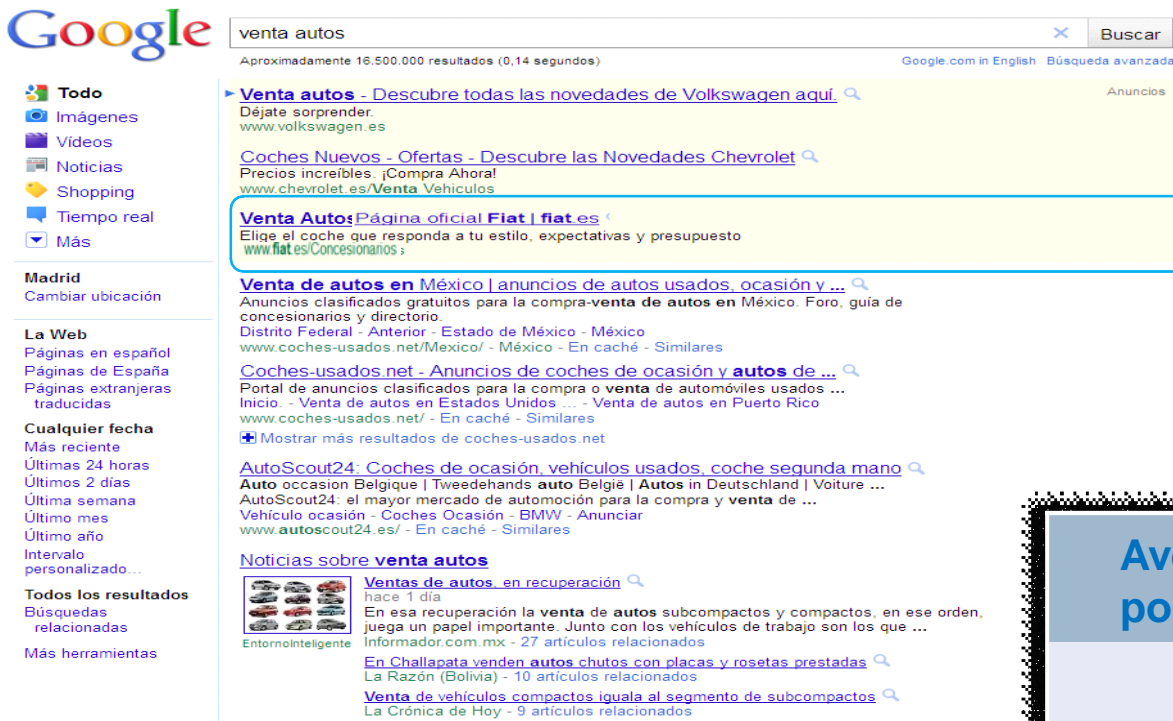
es.wikipedia.org/wiki/Fiat_500 - En caché - Similares

Effect of position in paid search “Fiat 500”

Average Position	% of clicks won / lost
1	+13.9%
1.2	-
1.7	-61.2%
2	-93.4%

Fiat 500, Average historical position →

Improving position in paid search results in an increase in clicks



3.6ª position

of position in paid search “Venta autos”

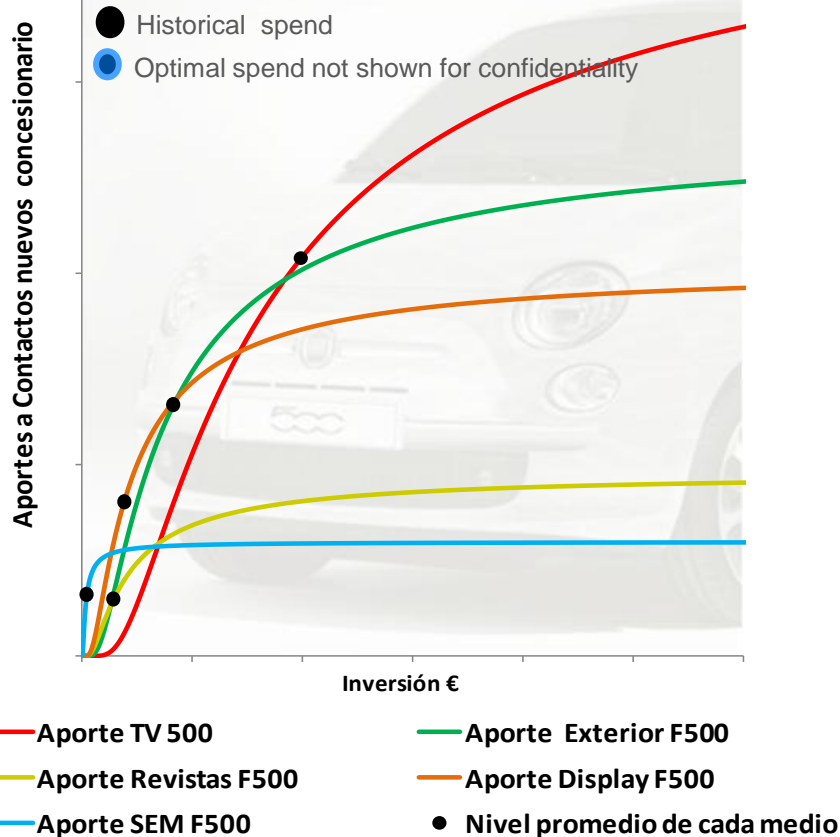
Average position	% of clicks won / lost
1	+49.2%
2	+31.0%
3	+12.7%
3.6	-
4.5	-16.6%
5	-23.7%

“Car Sales”; Average historical position →

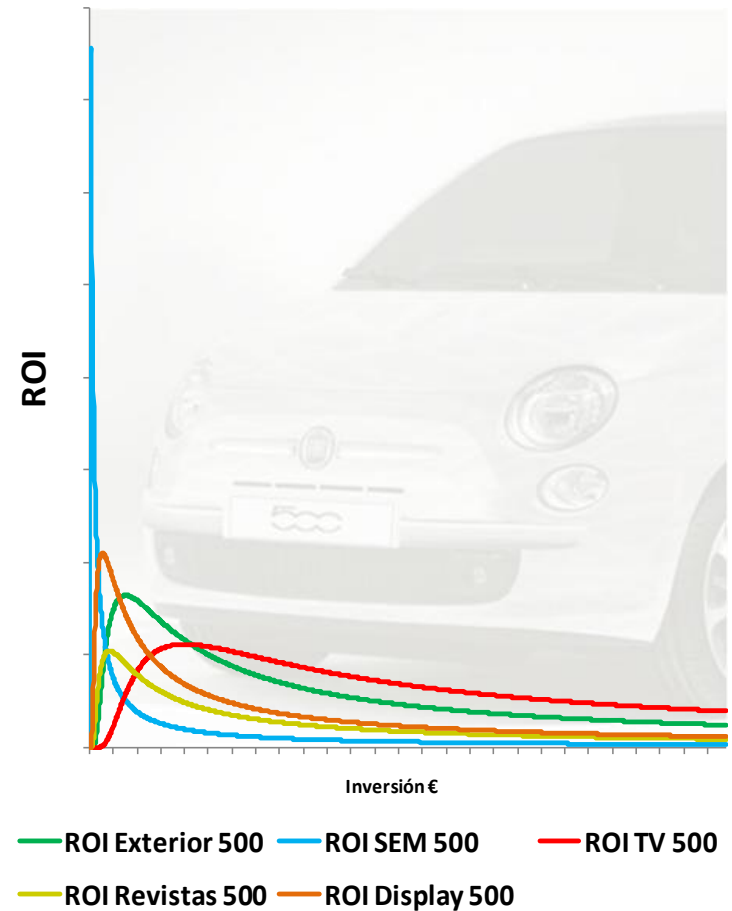
Maximizing the mix

We can optimize our media budget because...

1. We have identified each media historical and optimal investment level

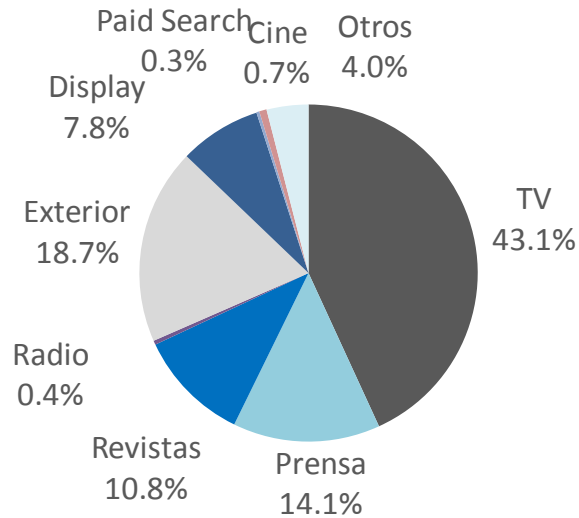


2 We have calculated each media ROI

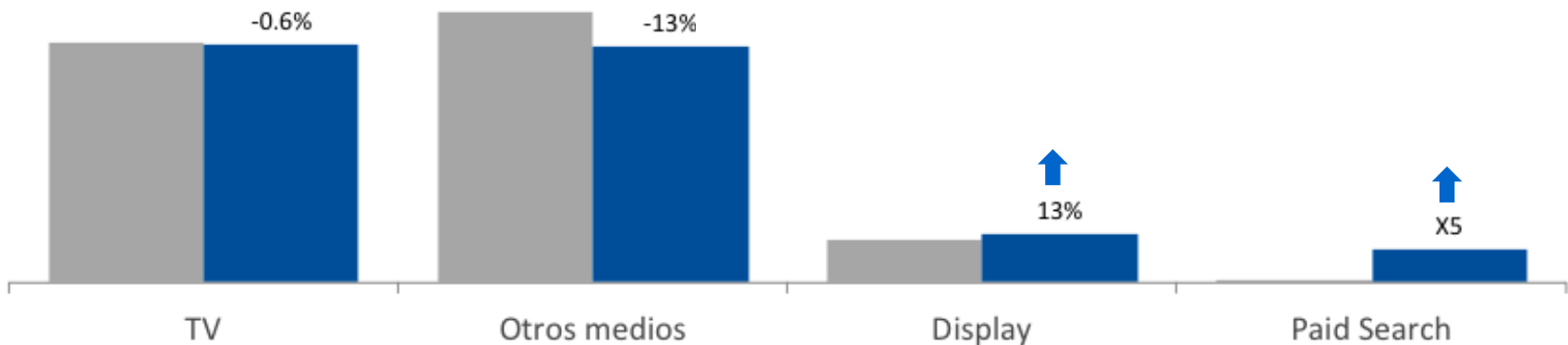
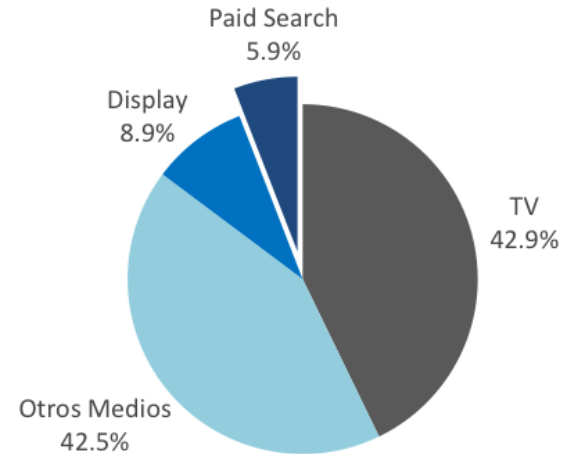


Improved media mix scenario

***Historical Media Mix**



***Improved Modelled Media Mix**



Summary and conclusions

1 Paid Search is the **most efficient media** for Fiat purchase

2 **Paid Search** represents **51%** of total marketing contribution to **Web visits** which are the main marketing driver for dealer visits (72%)

Leverage Paid Search investments:

- 3**
- **Reinforce SEM** investment whenever you have a **TV campaign**.
 - **Maintain** this SEM **reinforcement** at least **2 weeks** after the campaign ends to maximize the effectiveness.
 - **Improve** the average **position** in search: your clicks can grow by +49%
-

4 Take the most of your **media mix**: For Fiat, an increase in display (from 8% to 9%) and paid search (from 0,3% to 5,9%) is recommended.