# Auto Strategies with Analytics 360 & DBM

## Looking at Audience Strategies for Auto Clients

Purpose of this doc

- To guide users of Analytics 360 in understanding how to create Remarketing Lists with a focus on the Automobile industry, while also considering the opportunities available with the DBM integration.

- This document is only intended as a guide and does not replace the knowledge that Auto websites themselves would have about what remarketing strategies would suit their business the best
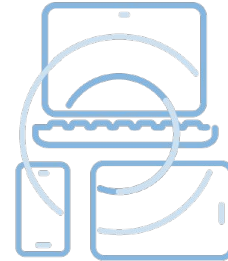
Methodology
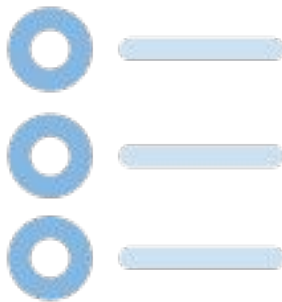
- Methodology supporting audience planning between Analytics 360 & DBM in this document are as follows:
  - **Awareness**
  - **Acquisition**
  - **Post Sales**

- Awareness is aimed at raising awareness and visibility of your product, service or cause

- Acquisition is aimed at changing your users from browsers to customers

- Post Sales is aimed at sustaining customer loyalty and engagement

Want to know more?

- The Analytics 360 Fundamentals training provides a foundation for the core principles of digital analytics, improving business performance through better digital measurement

- For an overview on remarketing lists please see here

- Additionally please see the following hangouts:
  - Building Remarketing Lists in GA 360
  - Using GA360 Remarketing Lists in DBM

- To see how to setup Analytics 360 Audiences in DBM, please see Audience list targeting in the DBM Help Center
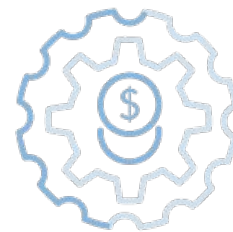
For more advanced customisation, please reach out to your Analytics 360 Account Manager and for any specific questions on this document please email Gracia Odon at godon@google.com

Auto Strategies with Analytics 360 & DBM

What audiences do I need?
Planning DBM and Analytics 360 with a Automobile Client

Awareness - reach on core target audience in DoubleClick Bid Manager

Create any type of audience list in Analytics 360 making it as broad as possible	→ Assign the Analytics 360 audience list to a DBM line item making sure to exclude it and select 'Similar Audiences' in DBM

Acquisition - Drive increased site conversions with both Analytics 360 & DoubleClick Bid Manager

Create a list of users who started to a form requesting a test drive but didn't complete this request	→ Retarget this list by assigning it to a line item in DBM, including the specific car model your user had initiated an interest into the creative with the aim of encouraging the user to complete the form
Create a list of users who viewed a Specific Car page and spent 5 minutes on-site	→ Retarget this list by assigning it to a line item in DBM, including the USPs in the creative of test driving the specific car that the user had spent time looking at with the aim of encouraging users to request a test drive

After-Sales - Ensure you maintain customer engagement post sales with both Analytics 360 & DoubleClick Bid Manager

Create a list of users who have recently purchased a car but who are not yet a member of your specific Auto Loyalty Scheme	→ Exclude this list from awareness and acquisition targeting line items in DBM. Retarget this list by assigning it to a line item in DBM, detailing your auto loyalty incentive in the creative with the aim of members signing up and so retaining customer loyalty
Create a list of users who purchased a car within a certain timeframe	→ Retarget this list by assigning it to a line item in DBM, including details of a test drive available on the new model of your customers car or an offer on new tyres with the aim of incentivising existing customers to stay loyal to your brand

For more advanced customisation guidance, please reach out to your Analytics 360 Account Manager

Acquiring 'Users who didn't complete the test drive form'

According to Business Wire, a survey of 10,000 consumers in eight major countries found that if given the opportunity, they would consider making their entire car-buying process online, including financing, price negotiation, back office paperwork and home delivery

While potential car buyers most likely wouldn't purchase their car online without speaking to a car dealership, surveys like the above do suggest that customers are looking at interacting less with car dealerships and more fully online when buying a car. This demand means that its important to consider all micro interactions happening on your site to influence fully that final point of sale.
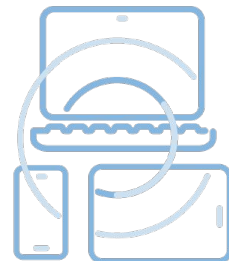
Create a list of users who started to a form requesting a test drive but didn't complete this request

Retarget this list by assigning it to a line item in DBM, including the specific car model your user had initiated an interest into the creative with the aim of encouraging the user to complete the form

List Setup

- Using the Conditions rule in Analytics 360 means you can include two specific requirements of your user behaviour

  - 'Event Action contains 'test_drive_form_step1
        and
  - 'Event Action does not contain 'test_drive_form_completion'

Audience Builder ✕

| Demographics |
| Technology |
| Behavior |
| Date of First Session |
| Traffic Sources |
| Enhanced Ecommerce |
| Advanced |
| Conditions ① |
| Sequences |

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users ▾   Include ▾

Event Action ▾ contains ▾ test_drive_form_step1

— OR AND

AND

Event Action ▾ does not contain ▾ test_drive_form_completion

— OR AND

+ Add Filter

Conditions

Event Action: contains 'test_drive_form_step1'

Event Action: not contain 'test_drive_form_completion'

Apply   Cancel

For more advanced customisation guidance, please reach out to your Analytics 360 Account Manager

Acquiring 'Users who a viewed a specific car page for more than 5 mins'

According to [AutoTrader](#), '9 in 10 Auto Trader users visit retailer websites before stepping onto forecourts.

Maintaining that customer engagement on site can be the deciding factor if a user is going to visit the forecourt or not.
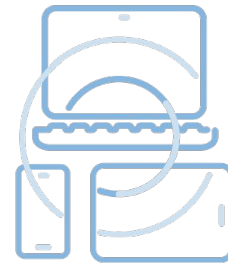
Create a list of users who viewed a Specific Car page and spent 5 minutes on-site

Retarget this list by assigning it to a line item in DBM, including the USPs in the creative of test driving the specific car that the user had spent time looking at with the aim of encouraging users to request a test drive

List Setup

- Using the Condition rule in Analytics 360 to set a condition on the type of user you want to add into your remarketing bucket

  - 'Page', 'contains', 'specific_car_page'
        AND
  - 'Time on Screen', 'per session', '≥', '300'

- **Tip**: You can create this Conditions rule with both the use of 'AND' or 'Add Step' . In this rule the filtering of 'Users' and 'Include' is the same for both parts of this rule so we don't need to use the 'Add Step'. However if you wanted to create a rule to exclude 'sessions' instead of users for instance, you could do this by using the 'Add filter option.

For more advanced customisation guidance, please reach out to your Analytics 360 Account Manager

Ensure you maintain customer engagement Post Sales

Analytics 360 customers who have a capacious CRM database can utilise the below three options to creatively design remarketing strategies uniquely specific to their way of business.

- Custom Dimensions
- Measurement Protocol
- Data Import.

For auto clients, being able to create segments that combine the power of online analytics with offline or online CRM data is especially important when you consider how impactful the website experience is for speaking to a car dealership. In fact according to AutoTrader, '45% of their users asked only call a salesperson when they feel ready to purchase.

Analytics 360 enables customised strategies that can go from online to offline and then back to online when you consider those users talking to their car dealerships may return online to make that final auto purchase

Create a list of users who have recently purchased a car but who are not yet a member of your specific Auto Loyalty Scheme

Exclude this list from awareness and acquisition targeting line items in DBM. Retarget this list by assigning it to a line item in DBM, detailing your auto loyalty incentive in the creative with the aim of members signing up and so retaining customer loyalty

List Setup

- Using one of the three options available in Analytics 360, auto clients have the ability to organise their offline data in a way that is easily grouped into specific rule questions when creating a remarketing list. To do this, select the following:

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  - 'CRM Data: Bought Car?', 'exactly matches', 'Yes'
        and
  - 'CRM Data: Loyalty Scheme?', 'exactly matches', 'Yes'

For more advanced customisation guidance, please reach out to your Analytics 360 Account Manager

Ensure you maintain customer engagement Post Sales

CDK Global states 'In the automotive industry, just like any other, customer retention is the key to success. And for good reason – just take a look at the stats:

- It is 50% easier to sell to existing customers rather than new customers (Marketing Metrics)
- Attracting a new customer can cost 6-7 times more than keeping an existing one (Kissmetrics)*
- Every car sold with a service package has nearly a 50% increase in retained margin over the customer lifetime (ICDP)

These findings show that having a post Sales Strategy can be done by making sure you try and incentivise your users to sign up to your loyalty scheme. When your customers do this, there is then the opportunity to re-engage with them and reward them for being a valued customer.

Create a list of users who purchased a car within a certain timeframe

Retarget this list by assigning it to a line item in DBM, including details of a test drive available on the new model of your customers car or an offer on new tyres with the aim of incentivising existing customers to stay loyal to your brand

List Setup

- Using one of the three options available in Analytics 360, auto clients have the ability to organise their offline data in a way that is easily grouped into specific rule questions when creating a remarketing list. To do this, select the following:

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  - 'CRM Data: Acquisition Date', 'exactly matches', 'Jan_2015'