

# 8

Accelerating Auto  
Trends You Can  
Capitalize On With  
the Right Data



# Cash In on Today's Emerging Auto Industry Trends Using Fresh Data

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When it comes to fully understanding consumers in the marketplace, it's important to understand the trends that are taking place. For every industry, there are always noticeable – and bottom-line changing – trends emerging. The auto marketplace is no exception. And especially in the altered landscape of today's world, many shifts are accelerating.

Trends quickly shift from “interesting” to “powerful” when you understand how your business can capitalize on market changes, especially by tapping into the power of unique data.

This eBook examines eight of today's most notable auto trends while serving up fresh ideas on how auto marketers can lean in, grow faster than ever and personalize their marketing using innovative marketing data, like AnalyticsIQ's AutoIQ data.



# 1 SHAKEUP OF THE FLEET MARKET

In the past, “fleet markets” have historically increased in popularity during economic declines. With Hertz’s collapse, tens of thousands of fleet vehicles have hit the market. This is a prime opportunity for businesses looking to upgrade their company leases or private individuals looking to refresh their personal vehicles.<sup>1</sup>

Our data can help to identify business owners, executives, decision makers and influencers, and job types (such as sales roles) that are likely to be in the market for a vehicle. In addition, we have data that is able to predict individuals who are likely to be business owners, as well as those who are likely to be in the market for a new vehicle.

## FUEL YOUR STRATEGY WITH DATA...



### DATA THOUGHT STARTER

Drive new leases by targeting Business Owners, Executives or specific job types (Sales) who are also likely to be in-market for a vehicle and may now be reimbursed by their organization for such purchases.

## FUEL YOUR STRATEGY WITH DATA...



### DATA THOUGHT STARTER

Consider targeting individuals who are likely to frequently use Uber, Lyft or ZipCar services, as they may be in-the-market to purchase a vehicle due to recent lifestyle changes.

## PEOPLE LOVE CARS AGAIN

In today's world, consumers – who were once dependent upon public transportation – are shifting their views and looking towards car ownership for their own mode of personal transportation.

Where there once was a shift to utilizing public transportation, some consumers are finding that they would like to have a more hands-on approach to their methods of travel.

According to cars.com, nearly **'20% of people who didn't own cars in recent years are now considering car purchases.'**<sup>2</sup>

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# 3

## ELECTRIC VEHICLE INTEREST IS ON THE RISE

### FUEL YOUR STRATEGY WITH DATA...

Discover new prospects by leveraging a variety of data points.



Environmentally  
Conscious



In-Market  
for a Tesla



Early Adopters of  
New Tech

More consumers than ever before are interested and in-the-market for electric vehicles. Not only are consumers looking for a more environmentally-friendly car, but about 33% of new vehicle shoppers find value in fewer “touchpoints” at gas stations and other vehicle servicing areas.<sup>3</sup>

# 4

## INCENTIVES REMAIN KEY

While a lot has changed in 2020, at least one thing has remained the same – consumers love a good deal.

Auto deal incentives continue to remain one of the most important factors for consumers who are in-the-market for a new or used car.

In fact, some are even willing to shorten the buying process time frame if they find the right time-sensitive deal.<sup>3</sup>

## FUEL YOUR STRATEGY WITH DATA...

Hone in on key buyers with your incentives.



Budget- Driven  
Buyers



In-Market for  
New Vehicle



Impulsive  
Shoppers



# FUEL YOUR STRATEGY WITH DATA...

## DATA THOUGHT STARTER

Offering a subscription service yourself? Laser in on individuals like those who...

- Own zero or 1 vehicle
- Likely use ride-sharing services and apps
- Have a preference for subscriptions services
- Fall within key demos like age or income



## SUBSCRIBE TO YOUR CAR

Car subscription services have gained traction over the course of recent years due to lifestyle, career, and family changes.

Subscription services offer a way for consumers to gain access to a car – including insurance and maintenance – for a specific period of time.

With overall car ownership rates trending downwards, this trend looks like it is here to stay.<sup>4</sup>

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## WHAT'S OLD IS NEW: A RETURN TO THE HATCHBACK

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Although SUVs and crossovers were the dominant car styles of the 2010's, hatchbacks and other new car body styles are moving to the frontrunner spot.

Driving this trend are the increased amount of Gen Z buyers who are in the market for a vehicle. <sup>1</sup>

## FUEL YOUR STRATEGY WITH DATA...

Reach potential buyers by targeting segments of people who are in-market for 'Hatchback' styles. Further refine segmentation by zeroing in on Gen Z buyers.





## FUEL YOUR STRATEGY WITH DATA...



### DATA THOUGHT STARTER

Use data points that give you garage-level intelligence. Someone who may be in market for a used car could include:

- High-mileage drivers
- Homes with older vehicles
- Models that are prone to lots of expensive, ongoing maintenance

## REBIRTH OF THE USED CAR MARKET

With many consumers' disposable income and spending rates down, the used car marketplace has seen an increase in demand and activity.

Many consumers are opting for used cars over new cars, further showcased by the fact that used car company valuations are at an all-time high. <sup>1</sup>

Not only can our data identify consumers who are likely to be in the market for a used car, but it can also identify consumers with high mileage who may be ready for a new-to-them vehicle. In addition, our data can target budget buyers, value seekers, and online shoppers.

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## ONLINE IS BOOMING

While the idea of buying a car online once seemed impractical for many consumers, we are seeing a trend towards purchasing cars online as opposed to at a dealership. According to Forbes, "sales of new and used cars, as well as of vehicle related services, will become platform/digital based." <sup>1</sup>

Our data has the capability to target consumers that are likely to be online vehicle purchasers. Furthermore, we have the ability to target anxious buyers who are looking for a smooth and seamless car-buying process that an online platform can provide.

## FUEL YOUR STRATEGY WITH DATA...

### DATA THOUGHT STARTER

With an optimized digital retailing strategy, you can reach users who are inclined to make an online purchase from a digital retailer like Carvana.



# See the whole picture with AnalyticsIQ.





# AnalyticsIQ: Maximizing Your Marketing's Mileage Through Data

Whatever the trend, our data is here to lead you through it. From buyer persona insights to in-market auto brands, our data holds the key to help your company address these ever-evolving trends in the automobile marketplace.

Our flexible approach makes using sophisticated data to improve your organization's marketing effectiveness easy. Whether you are looking to test data, build custom audiences, or target prospects across channels, we are here to help, and we have over 1,900 actionable audiences available across platforms.

Are you ready to learn more about our new and improved AutoIQ audiences? Contact us at [sales@analytics-iq.com](mailto:sales@analytics-iq.com) and we'll make sure your marketing is maximizing its mileage.



# Trend Sources

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