

AUTOMOTIVE

playbook

yieldmo

MAKING ATTENTION ACTIONABLE

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AUTOMOTIVE INDUSTRY

Whether it's decreased driving because of stay-at-home orders or increased usage because of app-based driving jobs for additional income, there's no doubt that COVID-19 has changed many consumers' relationships with their cars.

This playbook will share how the automotive industry has changed over the last seven months and what trends will shape the auto world in the coming months.

POST-COVID AUTOMOTIVE TRENDS

In July 2020, CNN reported there was a more than 30% drop in US sales in the second quarter, the biggest plunge in sales since the Great Recession, and the auto bankruptcies of 2009. Given this drastic drop, people are less inclined to buy/lease a new or second family car.

Automotive research firm ALG initially forecast 16.9 million vehicles would be sold in the U.S. this year. They've revised their new car sales estimate to reflect market disruptions resulting from the COVID-19 pandemic, with its most pessimistic "cautious" forecast showing only **11.3 million** new vehicles sold.

According to Deloitte, with job insecurity and unemployment at all-time highs, **42%** of Americans said in July 2020 that they are delaying large purchases, while **26%** said they're concerned about making upcoming car payments.

Auto advertisers are also cautious during these changes. Visual Capitalist reported that ad spend for the automotive industry dropped **11.4%**.

While new car sales struggle, consumers are more likely to inquire about short-term rentals with car rental companies like Zipcar. Additionally, the data also shows that more than half of Americans plan to limit their use of ride-sharing and public transit.

The analysts at ALG believe the industry will bounce back over time, with many of the sales lost this year occurring later, as vehicle owners need to replace aging cars.

When it is time to purchase a new/used car, dealerships need to adapt to touchless sales, virtual showrooms fully, and scheduling test drives online. Additionally, consumers have been increasingly open to end-to-end online car buying experiences with companies like Carvana or Vroom.

And during a year where electric and electrified car sales were expected to accelerate, the pandemic has caused a plunge in fuel prices and has left thousands of Americans out of work making it less likely that consumers will spend more on an electric or hybrid vehicle.

While marketing strategies for major auto companies have shifted in 2020, the goal remains the same -- to continue to sell cars in light of changing consumer behaviors. Yieldmo provides auto clients within all three tiers - the manufacturer, regional dealer associations, and local retail dealers - a full-funnel approach that delivers on each of the respective tiers' campaign goals.

CONSUMER PROFILE

Before [COVID-19, Baby Boomers accounted for 62% of all new car purchases.](#) Baby Boomers tend to have steadier income and are more likely to splurge on a stylish and comfortable car. Since COVID-19 has affected Boomers financially, so has their ability to buy a new car or keep their current car. For years, a new car is a status symbol of social standing, style, and freedom to Boomers.

Before COVID-19, GenX has looked at value and performance as their top priorities when purchasing a car. Unlike their parents, [GenXers are less likely to believe their vehicle establishes a certain social status.](#)

[While Millennials prefer public transportation and ride-sharing, they value car ownership and expect to make purchases based on life stage events.](#) They will soon account for most new vehicle purchases. They are also far more comfortable going through the entire purchase journey online than Baby Boomers and GenXers.



YIELDMO SOLUTIONS

Since 2019, Yieldmo has run over 146 campaigns across 19 different auto advertisers such as General Motors, BMW, Honda, Volkswagen, and Infiniti.

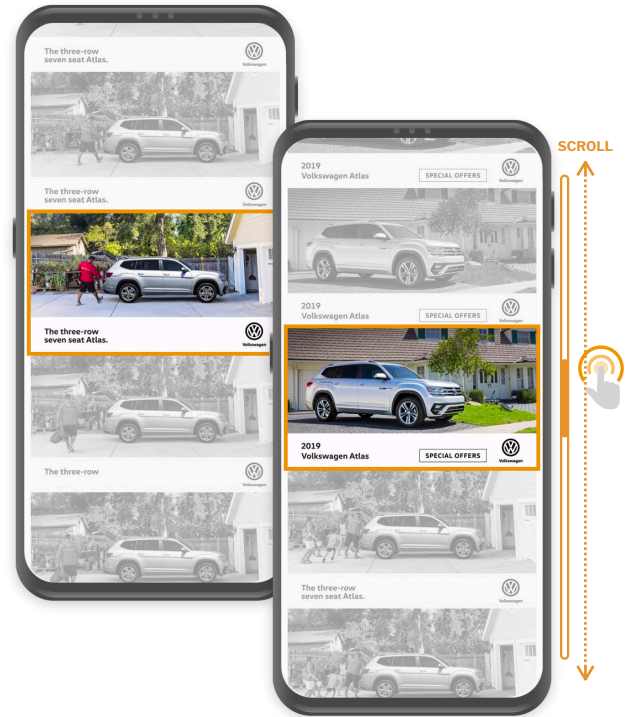


We offer auto brands a full-funnel solution that delivers quality video, native, and display impressions with efficient CPMs. Our formats are easy to set-up, and Yieldmo has a creative team that can help turn your standard assets into high-impact formats in as little as 24 hours.

UPPER FUNNEL

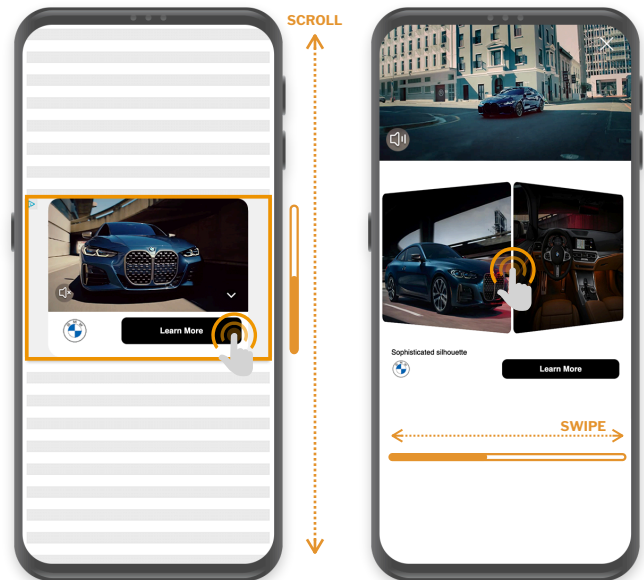
For brands focused on building awareness and brand identity, our high impact patented units such as [Hyperscroller](#), [Window](#) and [Megashopper](#) offer better, non-intrusive ways to engage users. These units help to hit KPIs such as on-site activity, CTR, viewability, and attention.

We also have a diverse video offering which includes instream, outstream, and high impact options, all with efficient CPMs and/or CPCVs. Our [Pinhole](#) and [Megashopper](#) video formats drive interest, action, and engagement.



HYPERSCROLLER • DEMO LINK

Similar to an animated GIF, the Hyperscroller is a 20 frames animation ad that utilizes user scrolling behavior.



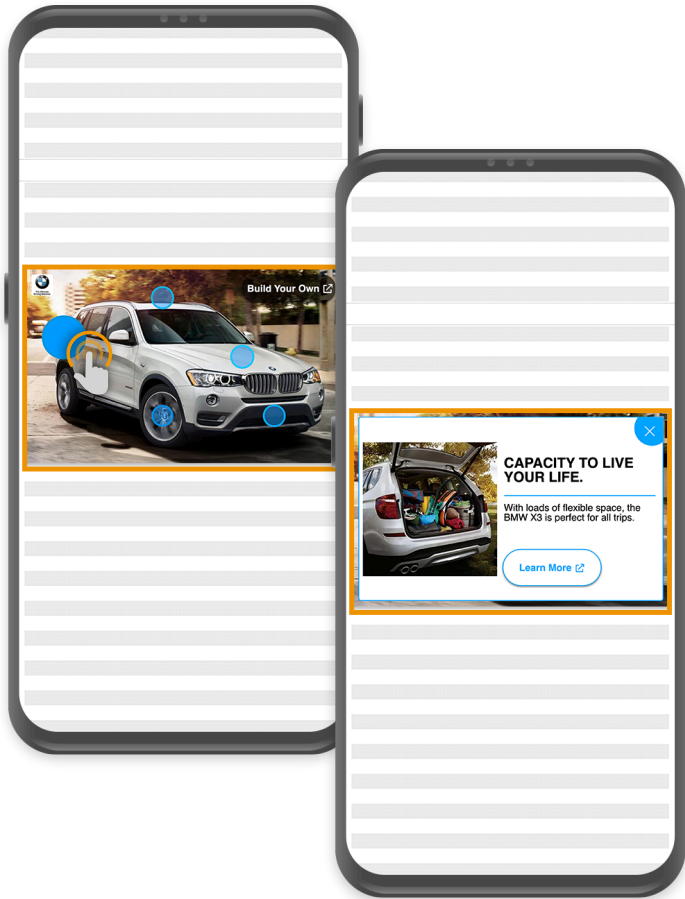
MEGASHOPPER • DEMO LINK

The immersive shopping experience. Branded video runs at the top while user plays with a cube catalog.



MID FUNNEL

Manufacturer and regional dealer associations looking to recreate the dealership experience online can benefit with our shoppable units. Our [Lookbook](#), [Pull](#), and [Carousel](#) units give you the ability to show different vehicle features and models. These units help drive consideration and engagement.



LOOKBOOK • DEMO LINK

Eye-catching image showcasing multiple features while pulsating hotspots encouraging customers to tap to reveal more details.



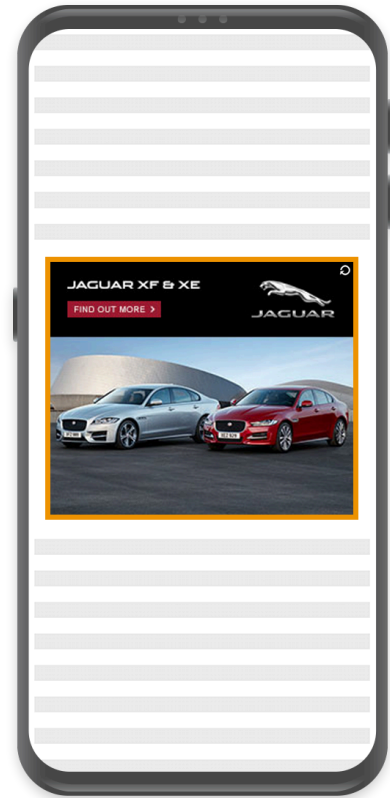
CAROUSEL • DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.



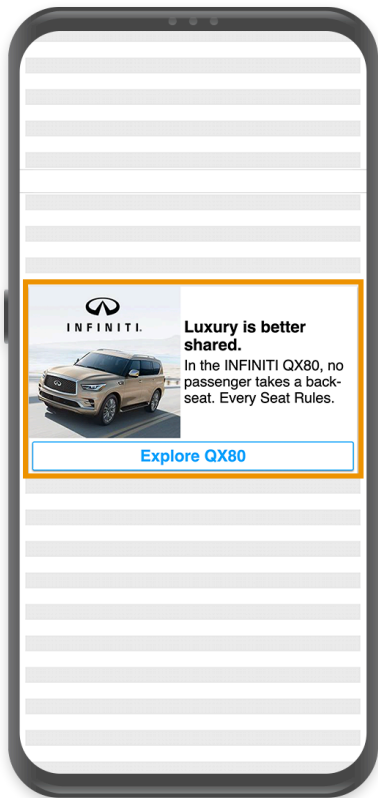
LOW FUNNEL

Our [Flexcard](#) and [Flexbanner](#) units are great for local and regional dealerships that need efficient formats and CPMs when ROI/margins are tight. Our native (Flexcard) and standard (Flexbanner) units have high CTR and viewability, and you can leverage our formats, inventory, and analytics while still running DCO via your DSP.



FLEXBANNER • DEMO LINK

Standard 300x250 ad with optional animation effects.



FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.



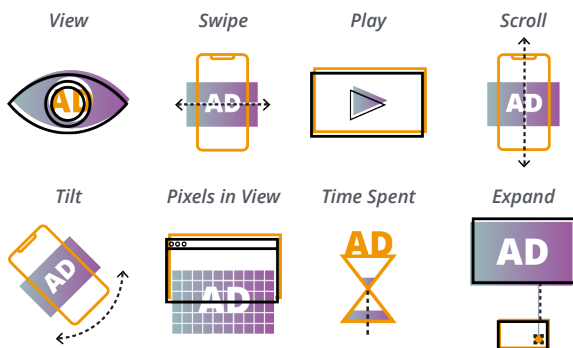
ATTENTION ANALYTICS

Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:

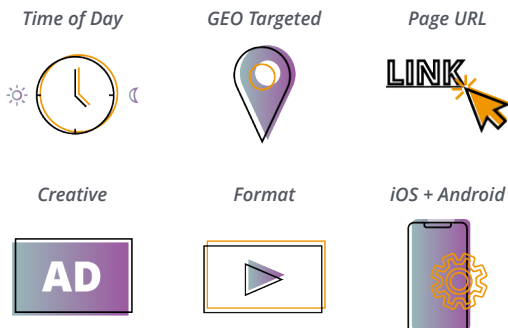
↑ Up to **85%** average KPI lift

💰 **80%+** cost-adjusted lift

Consumer Attention Signals



Content and Creative



NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native, and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing; they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signals, which gives us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message, or simply expand an offer to make it more visually appealing within a format? Our team provides these services for free.

SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. The Yieldmo SSP passes better traffic to the DSP - traffic that has been pre-qualified and likely to perform better. We have deep publisher integrations and tech that allows us to understand precisely which impressions will perform better for you. This works with and without cookies - we capture actionable information in the bidstream and the impression to understand page characteristics. We then select the best impressions for our buyers.



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For more information, please reach out to your account manager
or email info@yieldmo.com.

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