

INFOCORE

AUTOMOTIVE  
CONSUMERS

## CHANGES IN THE AUTOMOTIVE INDUSTRY CREATE OPPORTUNITIES

*If you follow the Automotive Industry like we do, then you know how quickly things can change.*

Right now, we're paying close attention to the digitization of the customer journey, new vehicle inventory, used car sales, customers coming off lease, aftermarket parts and service, and electric vehicle manufacturing.

### DIGITIZATION OF THE CUSTOMER JOURNEY

This trend didn't start with the global coronavirus pandemic, but it has certainly been accelerated by it. The future of car-buying is online, and OEMs would be wise to create a satisfying digital experience for customers who are researching, actively shopping and buying online. Not only will this increase sales, but it will also foster customer brand loyalty.

This trend excites us the most because of the opportunity to collect and leverage data during this digital customer journey. "By utilizing customer data and insights gathered through digital listening, demographic and psychographic data, purchase and service history, OEMs can understand customer needs better, becoming proactive or even predictive with their outreach."<sup>1</sup>

**Consumer behaviors in the Automotive industry are changing. Is your auto brand ready to take advantage of these opportunities?**

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## SELECTING THE DATA

Your audience data files can be narrowed even further by applying the following selects:

### AUTO INTENDER

- Make / Model
- In-Market Timing

### AUTO OWNER

- Make / Model
- Model Year Owned

### COMING OFF LEASE

- Month Lease Ends
- Make / Model

### CPO / USED INTENDER

- Make / Model
- In-Market Timing

### CONSUMER SELECTS

- Age
- Gender
- Marital Status
- Education
- Residential Status
- Annual Household Income
- Credit Rating
- Net Worth
- Ethnicity
- Presence of Children
- Pet Ownership
- Occupation
- Charitable Donor

### CONSUMER INTERESTS

- Music
- Computers
- Health & Fitness
- Travel
- Fashion
- DIY
- Outdoors

## NEW VEHICLE INVENTORY

Currently, new vehicle inventory is still low. According to research done by Cox Automotive, and reported by Automotive News, franchised dealers report that the market is strong but admit that the tight inventory is hindering business.

Because there is more demand for new cars than supply, the industry is seeing a reduction in incentive spending. This is a departure from early 2020 when aggressive discounts were used to increase demand.<sup>2</sup>

## CUSTOMERS COMING OFF LEASE

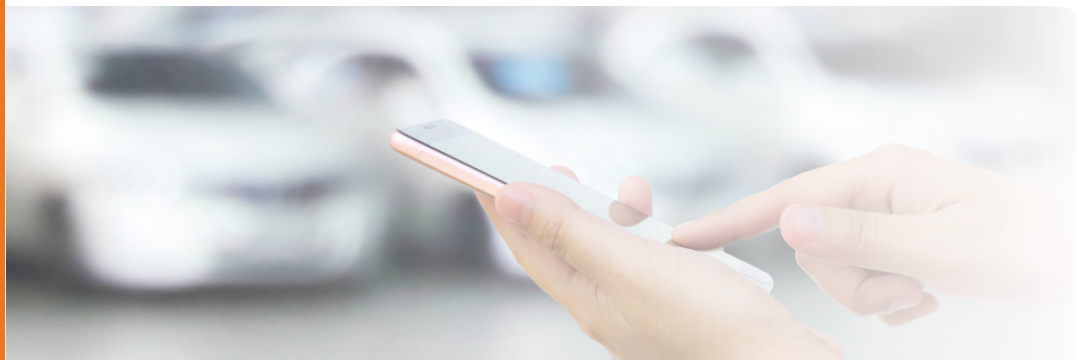
Consumers are opting to extend their leases on their current leased vehicles instead of entering the market for a new lease or purchase on a newer model. Economic factors and uncertainty about employment status are at play here and unlikely to be resolved soon.

The lease end date flag on a customer data file used to be a strong indicator that the lessee would be back in the market. Since that's changing, focus has shifted to shoppers (consumers ready to buy), intenders (consumers planning to buy in 0-6 mos.) and future focus (consumers planning to buy in 6-12 mos.).

## USED CAR SALES

Used car sales continue to boom. According to the National Automobile Dealers Association, the average dealership in the United States sold more than 1 used vehicle for every new vehicle through July of 2020.<sup>3</sup>

With so much uncertainty surrounding the coronavirus pandemic, another stimulus package, rising unemployment rates and production issues, it's a safe bet to focus on used car sales for the foreseeable future.



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## [CLICK HERE](#)

For an in-depth look at  
aftermarket sale/service trends

## AFTERMARKET PARTS AND SERVICE

As mentioned above, consumers are purchasing more used cars, they're keeping their cars for a longer period of time and cars in general are remaining drivable longer. More older cars on the road means an increased need for maintenance, parts and services.

Also, according to the OEM Evolution white paper put out by Salesforce, "70% of customers who purchase a vehicle from a franchise dealership do not return to the dealer for service during the first year," leaving a huge opportunity to target these customers and increase customer loyalty.

## [CLICK HERE](#)

For an in-depth analysis  
of the Electric Vehicle Market

## ELECTRIC VEHICLE MANUFACTURING

The California mandate that all new cars and passenger trucks sold in the state be zero-emissions vehicles by 2035 has energized the electric vehicle industry. More brands are starting to design electric vehicles to meet the growing demand.

## AUTOMOTIVE SEGMENT AUDIENCE DATA

Aftermarket Sales and Service Intenders:	156,000,000* records
Certified Pre-Owned Intenders:	80,100,000* records
Consumers Coming Off Lease:	70,200,000* records
Mass Transit Defectors:	4,500,000* records
Sedan Intenders:	51,000,000* records
CUV/SUV Intenders:	32,000,000* records
Truck Intenders:	25,500,000* records
EV / PHEV Intenders:	5,700,000* records

\* Represents records, not population. Duplication is from individuals being included on more than one list and represented in more than one segment.

Salesforce "OEM Evolution: A new customer journey for new customer expectations" white paper.  
2 <https://www.autonews.com/sales/q3-sales-slated-decline-may-be-strongest-year-analysts-say>  
3 <https://www.autonews.com/used-cars/used-vehicles-crucial-dealers-consumers>



# INFOCORE: DIRECT MARKETING DONE RIGHT



With highly targeted, data-driven direct marketing campaigns, Infocore can help your company reach the millions of consumers that are currently in the market to buy a car. We are a trusted industry leader with more than 28 years of experience. If there's one thing we know, it's how to connect you with the right audience at the right time.



## DATA-AGNOSTIC

We pride ourselves on being data-agnostic. That means we don't own any data, nor do we have any affiliation with any data providers that might influence our recommendations. This approach ensures that you only get the highest performing, highest quality lists available on the market today.



## 100% COMPLIANT

With rapidly changing data policy and stiff penalties for non-compliance, you can't afford to get it wrong. We do the hard work of making sure all of our sourced data is 100% CAN SPAM compliant so you can feel confident that your data is in line with the latest national and international regulations.



## EMAIL MARKETING EXPERTS

Not only are we data agnostic, but we are also media agnostic. We will consider all media channels as part of our recommendation for your direct marketing campaigns. However, currently email marketing has some significant advantages including a \$38 return for every \$1 invested.<sup>4</sup> Email marketing is easy to measure and continues to grow.

<sup>4</sup>DMA Response Rate Report, 2018



## CONTACT US

Contact Infocore for a free, no-obligation consultation to tell us more about your target audience. We can't wait to research the best audience data sources for your campaign!

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## STRONG SUPPLIER RELATIONSHIPS

Our relationships with U.S. and international third-party data suppliers allow us to source the best audience data for your specific needs.

## PRECISE AUDIENCE SELECTION

With our expertise in data and audience building, we're able to calibrate your audience lists to exact specifications.

## CAMPAIGN OPTIMIZATION

We use campaign monitoring tools to improve performance and drive conversion as well as benchmarking tools so you can easily compare your results.

**INFOCORE**

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