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Auto Responsive Design: Managing Content Touchpoints in the Mobile World

Meeting the Increasing Needs of your Multi-Device Consumers

OVERVIEW

In today's interconnected world, people are constantly switching between different mediums to view digital content. Some people use PCs and Macs for work and tablets at home all the while using their smartphones to meet their needs at different times of the day. These different touchpoints provide demand for companies to customize content layout based on the particular medium being used. Responsive design is all about adjusting your content layout to best appeal to and engage the eyeballs viewing your content.

It is essential for car dealers to embrace responsive design practices in order to meet the needs of their consumers at each and every content touchpoint:

"If your consumers are looking at your website via a mobile device the content layout should be different than it would be if someone is looking at your website on their work desktop."

- ✓ This can be a critical factor of differentiation when consumers are in the process of shopping for cars and can have a direct impact on your bottom line.

- ✓ The numbers validate this as nearly one-third of all vehicles purchased come from internet-generated leads[1].

Simply put, if your consumers are looking at your website via a mobile device, the content layout should be different than it would be if someone is looking at your website on their work desktop. Responsive websites adapt to the size of the screen from which the content is being viewed and creates a more engaging and customized user experience. While responsive design needs do apply to traditional online mediums, there is no disputing the future is in mobile.

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[1] Automotive News "Replies to online leads need more than speed" Jamie LaReau (Feb 12, 2012)

Despite the dramatic increase in mobile and tablet traffic coming to consumer websites, many companies, including car dealerships, are unprepared when it comes to having a *responsive and mobile-friendly website*. This creates both a challenge and an opportunity for car dealers competing in the increasingly competitive automotive marketplace. In this **white paper,** the fundamentals of responsive design are discussed as well as the benefits of producing a website which seamlessly adapts to the growing needs of mobile consumers.

PART 2 | Responsive Design

So, where is the best place for marketers to start when analyzing their responsive design needs? The first place is to figure out what medium consumers are using when viewing your online content.

Are consumers viewing your content on desktops, tablets or mobile devices? Are they using Chrome, Firefox, Internet Explorer or Safari as their browser of choice? Asking these simple questions will allow you to assess your current state of affairs and allow you to craft an online strategy which focuses on the needs and wants of your potential consumers. Responsive websites adapt the content layout and user interface to provide a clear and engaging user experience regardless of which device is being used to view your content.

There are many business advantages to having a responsive and mobile-friendly website. These include[2] :

- ✔ **Consistency –** Is my marketing message consistent across desktop, mobile and traditional channels? Are vehicles priced differently online compared to what's on the lot?

- ✔ **Audience –** How many mobile car shoppers does my dealership currently reach? How do my current marketing channels stack-up on mobile? Can I reach more shoppers in my market by leveraging new advertising channels?

- ✔ **Conversion –** Are the consumers I'm reaching on mobile in-market to buy a car? How can I influence their decisions?

[2] http://www.dealerrefresh.com/mobile-shoppers-changing-car-sales/

So, how important is a responsive design website for those in the automotive dealer space? The numbers tell us the future of mobile is now. In ComScore's Multi-Platform and Mobile Metrix study, U.S., January 2013 & 2014, they found that:

- At least 24% of time spent researching automobiles is now on mobile devices

Cars.com and analytics-company Placed Inc. conducted a study of 100,000 consumers in the U.S. in January of 2014 and found that:

- 63% of car shoppers have engaged in "showrooming," when comparing cars at other dealers

- 33% go elsewhere based on a mobile ad they saw while shopping for a car

- 51% indicate they use their mobile device to look up information related to price, payments, and offers

According to JD Power's 2012 & 2013 Automotive Mobile Site Study the number of US vehicle shoppers who have used an automotive website or app via a smartphone jumped from 41% in 2012 to 71% in 2013. As millennial's become a larger segment of the car buying population having a strong mobile presence will become even more important as they tend to shop via mobile in all major consumer categories.

Moreover, influencing potential customers while they are on a dealer lot is more important than ever. According to the same Placed, Inc. and Cars.com study:

- Nearly two-thirds (62%) of mobile on-the-lot users visited additional dealers within a day, while only 36% of on-the-lot, non-mobile user moved on to other dealers.

- Mobile contents actions while on a dealer lot can directly impact the bottom line. 25% of on the-lot compare price at competing dealers and 22% find vehicles at other dealerships.

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[3] http://www.dealerrefresh.com/mobile-shoppers-changing-car-sales/

So what are some strategies dealers should employ when it comes to mobile?
According to Dave Winslow, Chief Digital Strategist at Dealer.com, there are two key objectives:

- Deliver the information shoppers seek on their preferred platform to help ensure a better brand experience and conversion rate.

- Target in-market shoppers with mobile advertisements and incentives to drive increased traffic on mobile devices.

PART 4 — Mobile Targeting Case Study

AutoHook has evolved its technology again, with industry-leading responsive design. One key aspect of this design provides streamlined form-fill on mobile and allows geo-targeting on mobile to give dealers a true "showrooming" solution that can now be measured. Geo-targeting means focusing on specific locations around the radius of competitive showrooms. The consumer experience is seamless and is based on variables such as:

- Specific inventory
- IP address, excluding dealership

- IP Time delay of engagement
- Number of page views before the initial offer & re-engagement

The result is streamlined conversion via email or text delivery. The consumer data is captured during redemption and showroom visit, with the sale easily attributed to the mobile conversion. The future of mobile is now: — **anytime, anywhere.**

Example results from AutoHook's incentive-based targeting include:

- Average show rates of 32% (above the 17% industry average)

- Average overall close rates from showroom visitors of 60%

- Average overall close rates from internet lead of 19% (above the 12% industry average)

- Average cost per sale of less than $85

Are you getting active car shoppers into your showroom?

So what does this all mean for today's dealers?

- Determine if you have the internal technical know-how and capabilities to build a responsive website yourself or find an external partner to help build one for you. A poorly built responsive website can have a suboptimal impact on your desired business outcomes.

- Don't put off addressing how your website adapts to mobile devices. Car shoppers have gone mobile and simply having a static website is not enough in today's competitive marketplace.

- Track how your website is impacting lead generation and number of closes. Are your online leads coming from computers, tablets, or mobile devices? Strong metrics will allow you to make effective resource allocation decisions.

- Partner with a company like AutoHook who can deliver active car shoppers to your showroom regardless of what device the shopper uses for their online search.

About AutoHook

AutoHook, the global leader in commerce search advertising, partners with the world's leading retailers, online travel agencies, and automotive companies to provide marketers unprecedented access to active category shoppers and a clear view into resulting sales attribution. The company's high-performance vertical marketing programs accelerate sales for product brands, marketplace sellers, hoteliers, and automotive marketers. Network partners and advertisers including Walmart, Target, Intel, LEGO, Expedia, Priceline, Chrysler, and Kia use AutoHook to increase sales and monetize site traffic. Backed by Bain Capital Ventures and Intel Capital, AutoHook is headquartered in New York City, with offices in Ann Arbor, Atlanta, and London, UK.

For more information, please visit www.lead2show.com or call (855) 532-3274.