

Marketing Data Trends During COVID-19





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Chief Operating Officer



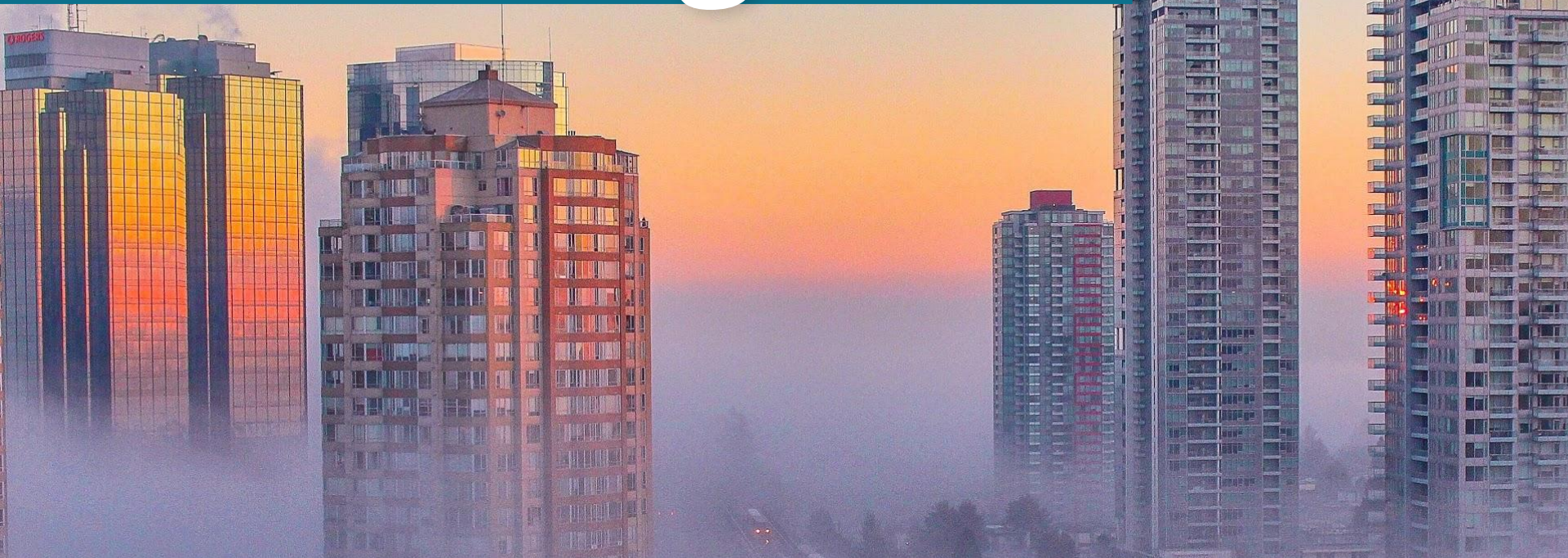
The Latest Marketing Stats

Impact of Current Trends



Adapt and Strategize

The Latest Marketing Stats



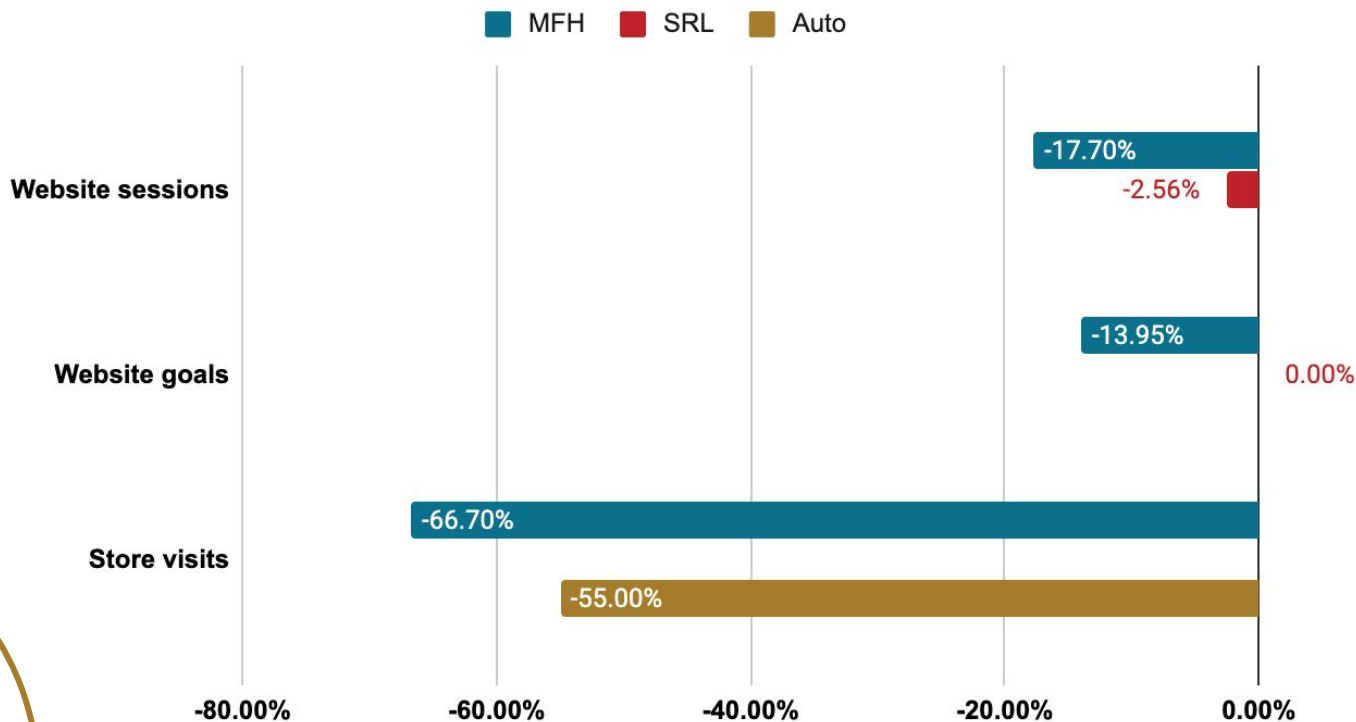
The Latest Marketing Stats

- 1 What is the status of marketing across the US?
- 2 What is the status of heavily impacted markets and what can I expect going forward?



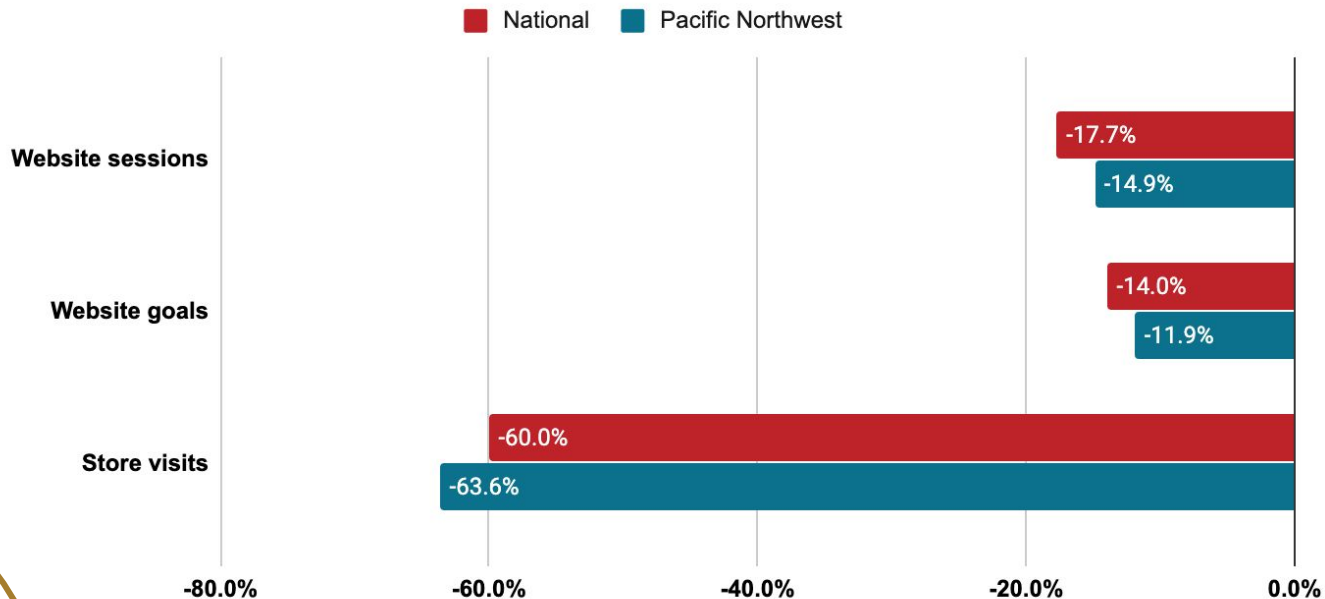
The State of National Marketing

Website and Store Visit Decreases (March 9-15 vs. March 2-8)



Effect on PNW Marketing

National Average vs. Pacific Northwest (March 9-15 vs. March 2-8)



Impact of Current Trends



Impact of Current Trends

- 1 How is consumer behavior changing?
- 2 How do these behavior changes affect my company?



In-Store vs. Online

In-Store Traffic

55% - 67%



Online Traffic

3% - 18%



Median Change: March 9-15 vs. March 2-8

In-Store Decline



Paid vs. Organic Website Traffic

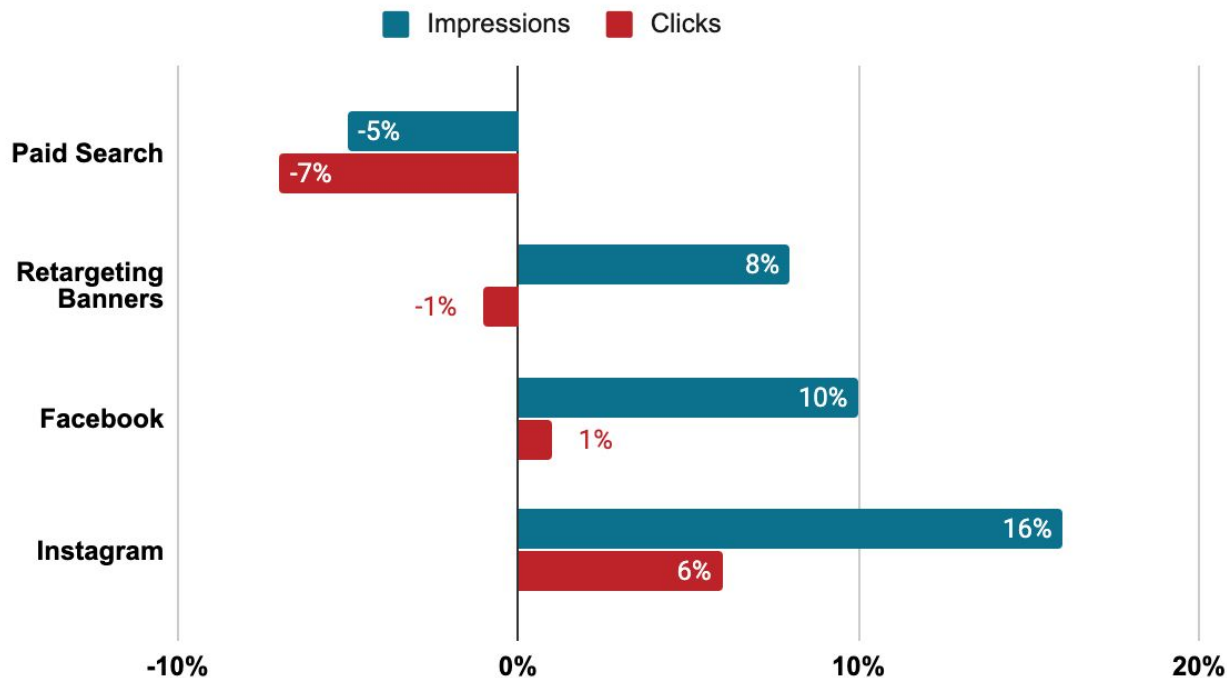
Organic Traffic
21.1% ▼

Paid Traffic
5.0% ▼

Median Change: March 9-15 vs. March 2-8

Channel Performance

Impressions and Click Changes (March 9-15 vs. March 2-8)



The Conversion Cloud Performance

**Concession
Manager Leads
3.1% ▲**

**Schedule
Genie Leads
2.1% ▼**

Average MFH Change: March 9-15 vs. March 2-8

The Conversion Cloud Performance

Total Lead Change

0.4% ▲

Total MFH Lead Change: March 9-15 vs. March 2-8



Adapt and Strategize

Adapt and Strategize

- 1 How can I adjust marketing in response to the current trends?
- 2 How can I improve my operations during these times?



Optimize Paid Traffic



Invest in paid media to maintain a critical mass of website traffic

Utilize social advertising as other platforms decline

Retarget and Nurture

Retarget prospects who visit your website via Display, Facebook, Instagram & YouTube

Nurture leads with Email campaigns



Adjust Your Conversion Strategy

Use an appointment scheduling widget to book virtual appointments

Promote compelling offers on your websites

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Please let us know how we can best serve you during these times. We are currently offering remote test drives and appropriate social distancing at our dealership operations.

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The Toyota Line-Up

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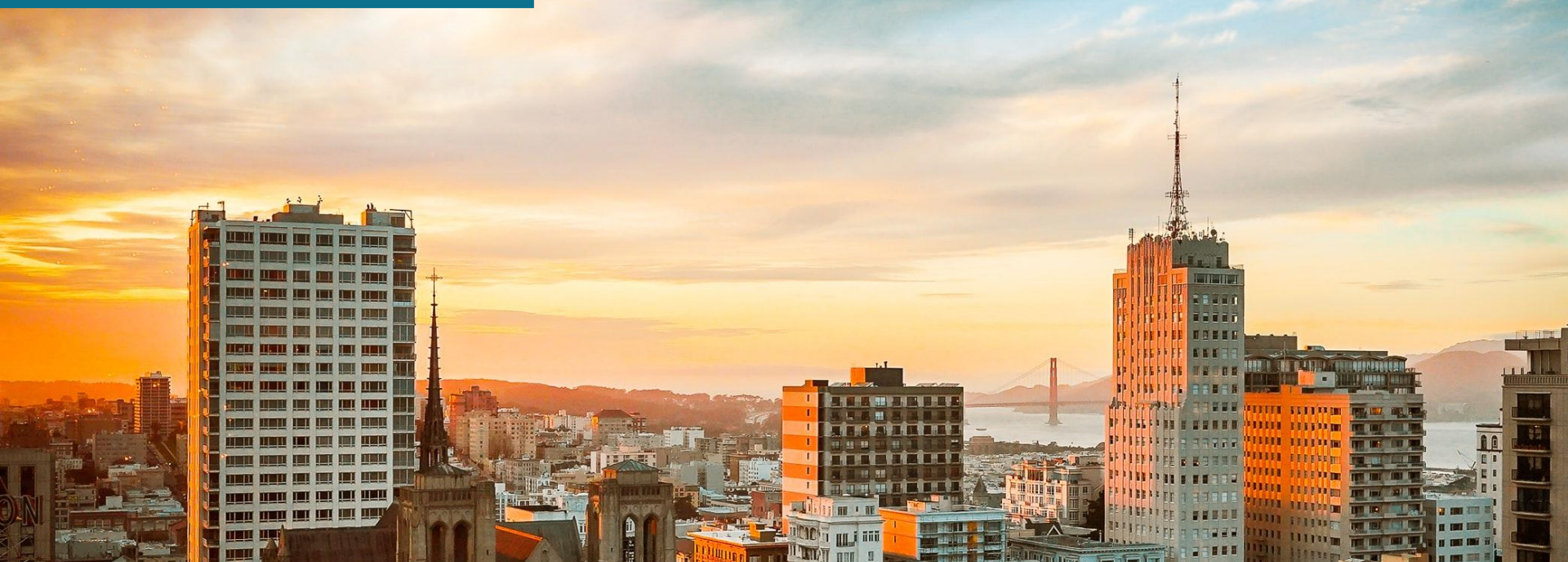
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LET'S CHAT

Auto Dealers

What Lies Ahead?





Staying Ahead of the Curve

Our team is dedicated to updating you with the **latest marketing pulse** amidst the health crisis and providing **strategies that help** your company maintain **healthy sales growth** during these times



Key Takeaways



- 
- 
- 1 Create a strong digital presence to compensate for dropping in-person traffic
 - 2 Compensate for sharp declines in organic traffic with more stable paid traffic
 - 3 Make it simple for prospects to schedule virtual appointments and take next steps online
 - 4 Extract as many leads as possible from your website by adding conversion tools

Questions?

