

# Automotive

## Insights Report

COMPLETION RATES AS HIGH AS



ENGAGEMENT RATES AS HIGH AS



Interactive In-Stream Video  
Interactive Pre-Roll Video



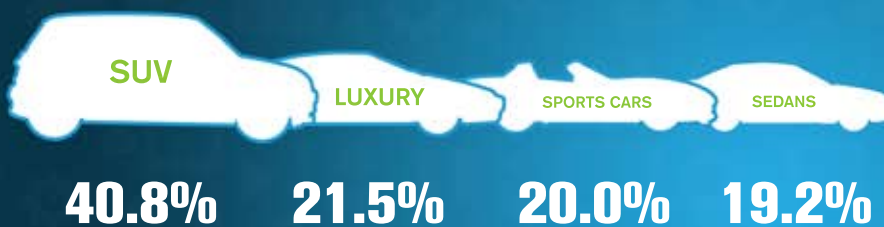
Full Page Ad Engagement

## Key Auto Attributes

Most important attributes when purchasing a new car: Pricing and **Fuel Efficiency** (59.8%), **Size/Utility** (39.4%), and **Styling** (34.8%)

## Popular Cars in Consideration

Most popular cars in consideration:



## Purchase Intent



# 28.5%

plan to buy a new car in the next 12 months.

## Auto Purchase Process



TEST DRIVE



CAR INFO



CAR PHOTOS



OFFERS

Must-do activities during auto buying process: booking a test drive (48.8%), viewing auto model info (40.8%), viewing auto photos (36.8%) 75.2% say special incentives and offers (i.e 0% down, cash back, etc.) are extremely or moderately influential in their purchase decision.