



# Effective Ways to Reach In-Market Car Buyers

Are you contextually targeting the right automotive videos on YouTube to reach in-market shoppers?

## The Auto Industry Shift

Auto sales, like most industries, took a big hit during the height of the pandemic this year. Dealerships and auto plants shut down, causing a stall in production and prohibiting shoppers from in-person purchases.

But now, auto manufacturers are seeing increases. As car dealers are pivoting with their sales and marketing tactics, customers are evolving to make purchases on this changing landscape. At last, things are looking up for the auto industry.

With many showrooms still closed, dealerships are relying on digital means to reach their buyers. Many car dealers are conducting sales fully remotely, with offerings like video walkarounds and virtual test drives. The sales model itself is changing as cars are dropped off to customers rather than customers driving them off the lot.



In order to take advantage of consumers buying vehicles, gaining market share for your competitive sets and reaching consumers during their vehicle consideration process is more important now than ever. After car automotive sites, then the specific car manufacturer consumer site, YouTube is the number 3 resource in-market car buyers use when making their vehicle consideration.

## Effective Automotive Advertising Starts With YouTube

The YouTube platform is the ideal channel for reaching in-market buyers and retaining current customers. Just look at the numbers:

70% of people who use YouTube as part of their car buying process are influenced by Test Drives, Features & Options, and Vehicle Walk-Throughs.

40% of auto shoppers who used online video for research discovered a vehicle they weren't previously aware of or considering.

60% of auto shoppers visited a dealership or dealer website after watching a video of a vehicle they were considering.

64% of shoppers who watch online videos to inform their purchase say new formats like 360° video would convince them to buy a car without a test drive.

Watch time of "test drive" videos on YouTube has grown by more than 65% in the past 2 years.

Source: Think With Google



Market share is becoming increasingly tougher to capture, and YouTube offers a great resource to find potential buyers. There are currently over 3 Million automotive videos in the VuePlanner recommended automotive vertical.

Walkaround and virtual tour videos are exceedingly popular, with a sharp increase in viewership since the start of the pandemic. Automakers and car sales companies like Infiniti, Volvo, and Mercedes-Benz are now offering virtual test-drives with fully-sanitized home delivery. Subaru and other companies have even sent YouTube video walkarounds in response to customer inquiries as part of their sales process.

Not only are consumers searching for auto-related content on YouTube, but these videos are likely to become increasingly more popular as a tool for auto dealers. But aligning with the right types of videos is crucial, and not guaranteed just by targeting YouTube's Auto & Vehicle category.



The category itself is quite broad, with videos ranging from 3D Nascar racing to tips for fixing up classic cars. Your ads could be running in front of someone who's simply finding out how to change a tire. In order to reach your ideal audience of consumers in the buying process, you'll need to comb through all of the YouTube channels in this category to find the right fit.

# VuePlanner Helps You Reach In-Market Buyers

Reaching consumers during their vehicle consideration process means targeting the right videos. VuePlanner makes it possible to target by video type (car reviews and vehicle walkarounds) as well as by brand, make, and model. We're a verified YouTube Brand Suitability & Contextual Targeting Partner and have implemented over 5,000 campaigns on the YouTube platform.



VuePlanner offers classification, curation, and insights on over **800 million** YouTube Channels & videos, including over **30,000** specific vehicle walkaround videos! Interested? Enter your competitor brand and we'll send you the numbers of YouTube videos plus their forecasted views over the next 30 days!

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