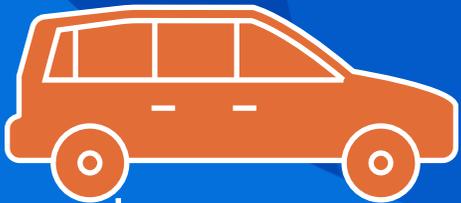


YOUR ROAD MAP TO THE NEW NORMAL

2022 will be a critical year to replot our map for the road ahead, navigating these route changes into the future of digital automotive advertising.

Consumer preferences are continually evolving, but the pandemic has accelerated change in a big way. Meanwhile, user privacy concerns are also changing the way data is collected and the way marketers target consumers.



76%

of shoppers are now open to the idea of **buying a vehicle completely online**¹

77%

of shoppers feel that digital retailing can provide them a more **personalized experience**¹



83%

of consumers want more **control over the usage of their data**²



ROAD SNACKS

Food for Thought



The COVID-19 pandemic fueled the desire to interact digitally. 2020 gave rise to the adoption of “digital everywhere,” including in the car buying process. As the shift to digital continues, consumers want more control over their data, as well as curated shopping experiences.

When brands build trust, consumers are more comfortable with their data being used to provide personalized, valuable content. Shoppers are more likely to have favorable opinions when they are served meaningful, well-targeted messaging that empowers their purchase decision.



73%

of consumers are willing to **share even more personal information** if brands are completely transparent in its use³



67%

of new car shoppers find personal data collection acceptable if it's from a **website that they trust**⁴



80%

of consumers are comfortable sharing personal info with a brand if it **enables targeted and personalized messaging**⁵

Sources:

¹Cox Automotive 2020 Digitization of End-to-End Retail Study

²<https://www.usnews.com/news/best-countries/articles/2020-02-25/consumers-around-the-world-believe-their-data-is-not-protected>

³Accenture 2019 Consumer Pulse Survey

⁴2020 Nielsen Content Influence Study Commissioned by Cox Automotive

⁵eMarketer.com, April 2018



COX AUTOMOTIVE MARKETING PARTNERSHIP

Cox Automotive has developed capabilities that will enable our clients to thrive. We offer our marketing partners a 360-degree view of the automotive consumer by connecting more than 24-billion high-quality consumer engagements per year, providing an actionable view of who's in-market, their likelihood to purchase, their make and model preferences, and when they're likely to buy.