

STEERING CONSUMERS IN THE RIGHT DIRECTION WITH INFORMATIVE, TRUSTED CONTENT

In 2020, the attention economy was booming while everyone was glued to their screens. Now that consumers are returning to normal life, their overall media time is returning to pre-pandemic levels.

Capturing car shoppers' attention in a fragmented digital environment may feel tough during an attention recession; however, the right content, especially vehicle-related videos, can still reach and influence shoppers in their brand/model education.

83%

of new car buyers/ shoppers use content marketing sources while researching a new vehicle to purchase

Millennials and Gen X are more likely to be influenced by content marketing

Third party and OEM sites were preferred video creators and complementary to each other. Third party sites were the go-to for in-depth comparisons and reviews while lending support to OEMs on brand/model education.

58%

of new car buyers/shoppers prefer to watch videos to learn about vehicles (vs. reading content)

72%

watch vehicle-related videos weekly while in their decision journey

Content marketing stands out for being

informative **75%**
useful **68%**
valuable **62%**
trustworthy **54%**

among new car shoppers and buyers

60%

of new car shoppers and buyers were motivated to act after watching an automotive video ad

- Looked up more information about the vehicle
- Considered a vehicle they were not previously considering

64% 59%

Autotrader Kelly Blue Book
new car shoppers and buyers are influenced by content marketing

Sources:
2022 GfK Content Influence Study
Commissioned by Cox Automotive

