

2025 Cox Automotive GfK Content Influence Study

Smarter Content, Faster Decisions:
What Moves Shoppers in 2025?

Shoppers may start undecided, but they're not uninformed. Long before visiting a dealership, they're walking the digital lot – exploring videos, reading reviews and comparing options.

Nearly every buyer now turns to content to build confidence, validate and narrow down their vehicle choices. Smarter content creates faster decisions, and our 2025 Cox Automotive GfK Content Influence Study reveals which touchpoints move shoppers and where marketers can win attention and trust first.

What is Content?

Sources of information created by third-party platforms, content creators or brands.

92%

of new car shoppers use content during their research—a record high!

42%

first discover the vehicle they ultimately choose through content.

Videos are the #1 Influencer in Automotive Decisions

Most Influential Content: Expert video reviews now outrank all other sources—surpassing consumer reviews for the first time.

Nearly **7 IN 10** shoppers rely on video during their research journey



75%

are proactive after watching, shoppers look up more information, visit a dealership, or research financing.

5:35

Sweet spot

The ideal video length is getting longer as buyers seek deeper insights.

Lead with Video: Make expert reviews and test drives the centerpiece of your strategy to build shopper confidence and accelerate decisions.

Awards are the Proof Shoppers Believe In



85%

of shoppers say awards and accolades are important when choosing a vehicle



53%

More Powerful Than Discounts
53% of buyers trust awards from a credible source more than a special offer



84%

Take Action
After seeing awards, shoppers look up more information, visit a dealership, or gain confidence in the vehicle's long-term valuer

Spotlight Success: Showcase awards and accolades across every channel to validate choices, build lasting trust, and inspire action.

AI Tools are Reshaping the Shopper Experience



83%

of shoppers are now aware of AI in the car-buying process



74%

prefer AI search when shopping for a vehicle – making it the preferred way to explore options



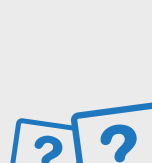
59%

Value AI Chat for real-time answers to their questions



58%

want AI-powered recommendations like “people who viewed this vehicle also considered...”



55%

Welcome quizzes that match them to the right vehicle

Embrace AI: Integrate AI-powered tools to personalize research, accelerate decisions and empower buyers to make informed choices.

Today's automotive shoppers crave content that is trustworthy, interactive, and visually-rich. Make your content work as hard as you do—informing, guiding, and winning buyers over at every step before they hit the lot.