

AUTOINTELLIGENCE: THE ONLINE CHANNEL™

Automotive online competitive insights from Compete

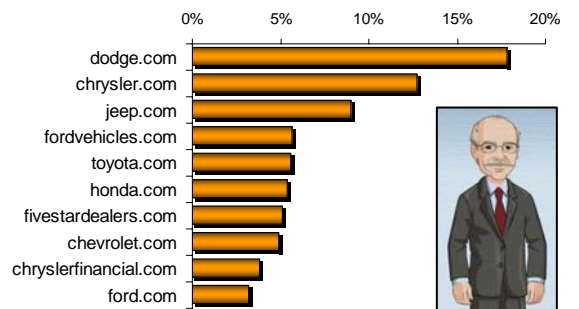
ASK DR.Z PROGNOSIS GOOD

Chrysler Group's AskDrZ campaign is a good example of a traditional media campaign with an integrated online element (the AskDrZ.com campaign site). As one gauge of the success of this effort, Compete measured the extent to which AskDrZ site visitors also visited other OEM sites. Visits here are based on behavior any time in July (that is, not necessarily an immediate jump from AskDrZ to an automotive site).

The three leading automotive sites visited by AskDrZ visitors were Chrysler Group sites (Dodge-17.8%, Chrysler-12.7%, and Jeep-9.0%). Five of the top ten were CG sites (fivestardealers is Chrysler Group's dealer site network). The leading Chrysler Group rival site was fordvehicles at 5.6%.

OEMs use intelligence on dedicated campaign sites to highlight consumer behavior associated with specific campaigns, including the extent to which campaign sites influence behavior. Incremental analyses would entail performance assessments and conquest assessments. Performance assessments would include measuring the extent to which AskDrZ visitors' behavior on Chrysler Group sites was different than non-AskDrZ visitors. Conquest assessments would include measuring the extent to which visitors to leading Chrysler Group rival sites also visited the AskDrZ site and the Chrysler Group sites.

SHARE OF ASKDRZ.COM VISITORS THAT VISITED AUTOMOTIVE SITES, JULY 2006



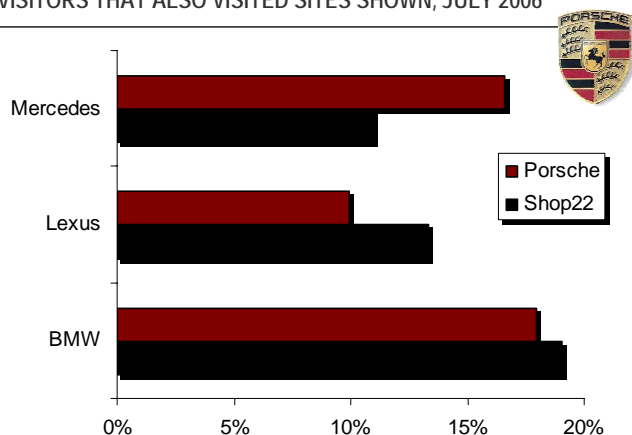
Chrysler Group sites were the leading automotive sites among AskDrZ visitors

Compete provides contextual automotive online intelligence framed in the most detailed and immediate insights into online advertising effectiveness, site effectiveness, and channel synchronization. Our services help automotive online executives optimize content, tool, and marketing decisions and benchmark performance against rival actions.

APPAREL-ENTLY PORSCHE

Automakers use their branded sites to attract automotive shoppers and owners by providing content and tools. They also develop and nurture relationships with consumers (and drive incremental revenue) through automotive-related goods and services. Compete compared the overlap of the Porsche site in general with three rivals' sites to overlap among visitors to the Porsche apparel and accessories section of the site (using shop22.porsche.com) with the same rivals. Overlap was any time in the month with no double-counting.

SHARE OF PORSCHE SITE VISITORS OVERALL AND SHOP22 VISITORS THAT ALSO VISITED SITES SHOWN, JULY 2006



There was little difference in the extent to which Porsche visitors and the shop22 subset visited the BMW site (18.0% for Porsche and 19.0% for shop22). However, shop22 consumers visited the Mercedes site much *less* than did Porsche visitors in general. In contrast, shop22 consumers visited the Lexus site *more* than did Porsche visitors in general.

Porsche can use these results to explore its ability to reduce online shopper conquest by Mercedes by driving more visitors into the shop22 area. A broader assessment would evaluate the value of offering

Porsche apparel in Porsche dealerships to consumers also considering Mercedes models. (Porsche could also use results to drive more apparel sales—online and offline—to Lexus shoppers and owners.) Automakers use intelligence across sites to enhance their own sites, but also to leverage the broader consumer behavioral window.

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