

AUTOINTELLIGENCE: THE ONLINE CHANNEL™

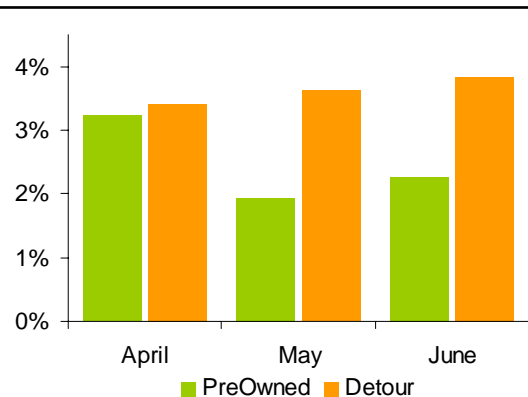
Automotive online competitive insights from Compete

DETOURING SATURN.COM VISITORS TO CPO

A recent article in *Automotive News* discussed challenges facing Saturn's CPO program. Compete assessed the extent to which CPO challenges are reflected in the behavior of visitors to Saturn.com. Compete measured the extent to which Saturn site visitors entered the CPO content area and benchmarked results against those for the Detour areas. Detour areas include videos and interactive. The analyses include content use any time during the same month (i.e., does not have to be in the same session or on the same day) and with no double-counting of consumers.

On average, 2.5% of all Saturn.com visitors entered the pre-owned content area in Q2, with a peak of 3.2% in April. The Detour areas in aggregate averaged 3.6% of visitors over the period, peaking at 3.8% in June. The shares may reflect demand but may also reflect site structure. The Detour area is accessible directly from the home page; accessing the CPO section requires selecting the "Vehicles" section first.

SHARE OF SATURN.COM VISITORS THAT VISITED CONTENT AREAS SHOWN (2006)



OEMs apply content use intelligence to quantify and benchmark demand and steer consumers within the site. Traffic levels to the CPO section can be used to gauge demand for CPO Saturns over time and are most valuable when compared to rivals' like results. Content share results are used to evaluate site design and access placement. For example, if Saturn wanted to increase CPO sales it might consider moving CPO access to the home page based on Detour results (after comparing with CPO traffic results for rivals).

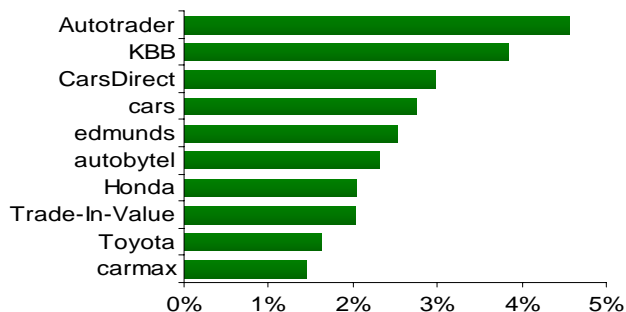
TWO BIRDS, ONE STONE?

MySpace has become somewhat of a bellwether for youth online communities. Compete identified the automotive predisposition of MySpace visitors by quantifying which automotive sites they visited the most in June. Results are for visits any time in the same month, whether or not in the same session.

Autotrader and KBB were the automotive sites most visited among MySpace visitors. MySpace visitors visited autotrader.com 20% more than did the internet population in aggregate (1.2 propensity index).

Autotrader, KBB, and some other sites in the top 10 have strengths in the used vehicle arena, which could correlate with lower incomes among younger consumers. OEMs may need to consider whether this potential price-sensitivity reflects an opportunity to steer MySpace and like shopper sets to CPO sections of their websites (see above), including using online and offline messaging to support that flow. Third-party sites could consider specific youth-oriented marketing based on a broader assessment of the types of vehicles researched.

SHARE OF MYSPACE.COM VISITORS THAT VISITED SITES SHOWN, (JUNE 2006)



The next step for OEMs is to benchmark flows from sets of youth-oriented sites to all OEM sites, and to CPO content areas in particular. Campaign effectiveness would be measured by documenting any lift in flow and analyzing within the context of changes among rivals.

Saturn CPO challenges may stem in part from traffic and exposure

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.

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