



COVID-19 impact on autos sub-segments in the UK

As of March 21, 2020

HYPOTHESIS

No doubt, Autos searches are on a downward trend, but are there any autos sub-segments that people continue to engage under such economic and pandemic situations or at least are less impacted?

Slower growth or deeper drop in March

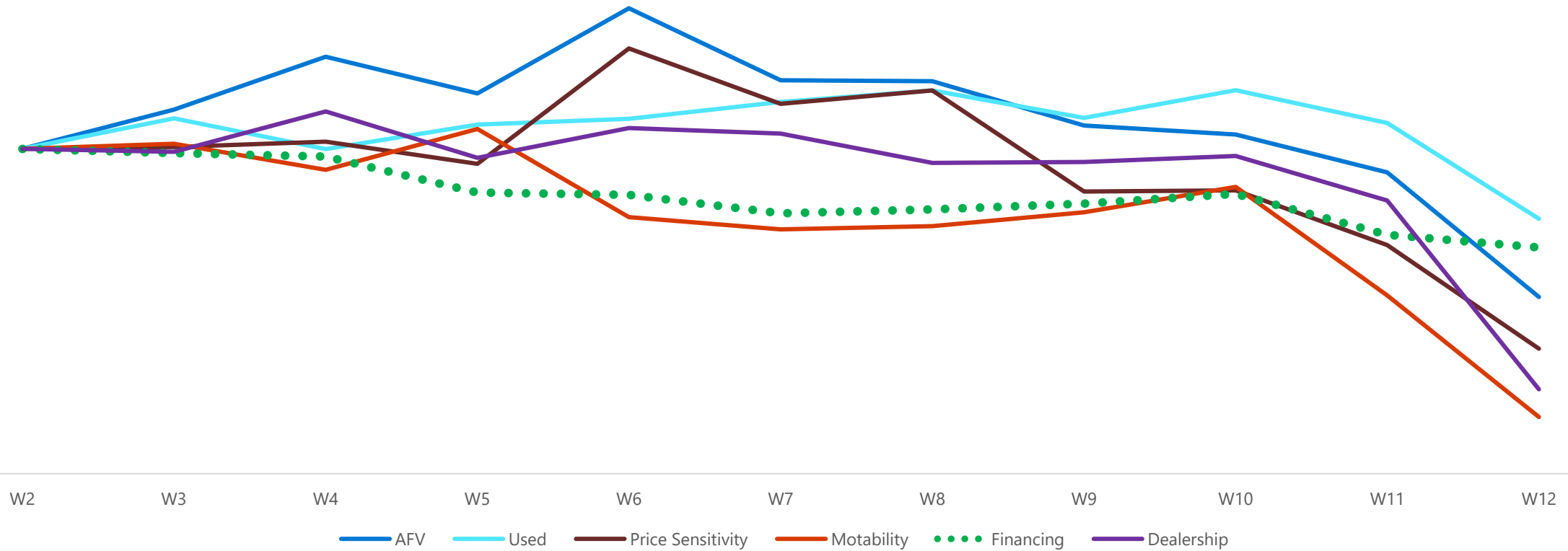
Year over year (YoY) growth rate in Autos, across the sub-segments

	Jan-Feb		Mar	
	Volume	Clicks	Volume	Clicks
Overall	-6%	-3%	-20%	-25%
Alternate Fuel Vehicle	31%	20%	-15%	-28%
Used	208%	246%	172%	149%
Price Sensitivity	29%	130%	2%	72%
Financing	-18%	-8%	-19%	-28%
Motability	-33%	-30%	-36%	-42%
Dealership	-39%	-33%	-49%	-62%



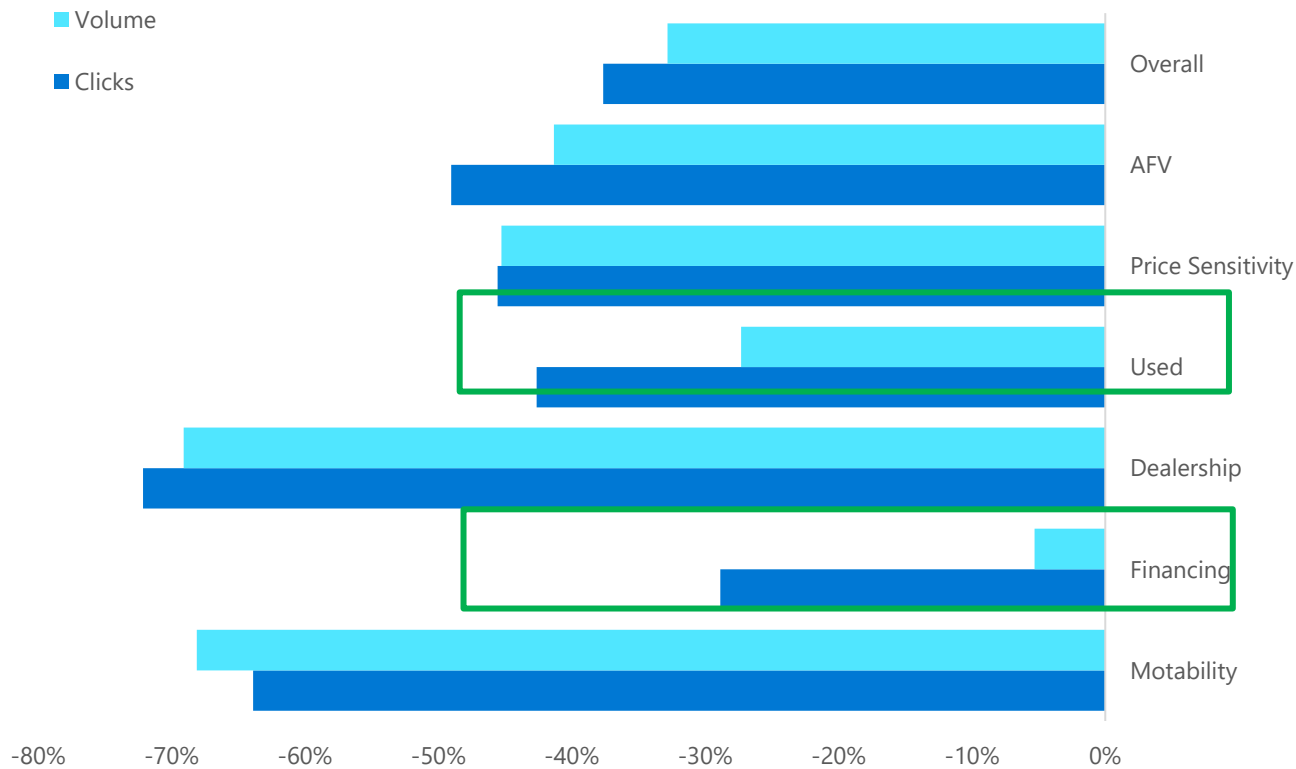
People are less engaged across sub-segments, except for financing

Search volume indexed to W2, starting 5th Jan 2020



Used cars and car financing are less impacted compared to other sub-segments

Week over week (WoW) trending for week ending on 21st Mar 2020

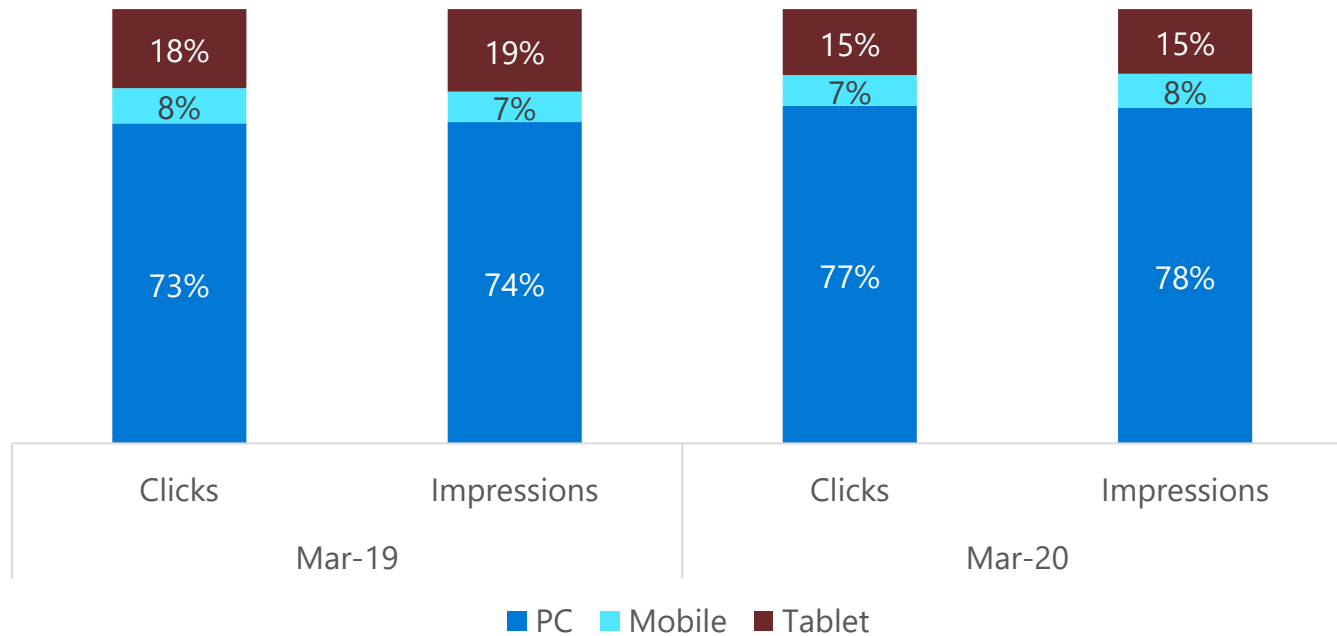


Source: Internal Data, Core O&O + Core O&O Rest, All Device
AFV: Alternate Fuel Vehicle



Lockdown has led to slight increase in engagement on PC

Comparing impressions and clicks % split across devices



Conclusions

- With lockdown and increased work, people are searching even more on their PC-Laptops.
- Finance is on top of people's mind during such situation of economic and pandemic situations. It's an opportunity for advertisers to continue to engage, provide the necessary information-options and stay connected.
- Used cars has been a preference since the beginning of the year. This might potentially be a growth opportunity over the next 6 – 12 months.



Thank you