Automotive trends (AU)
Summary of findings

- Early signs of automotive marketplace recovery with strong search growth.
- Growth is primarily driven by searches for online aggregator brands. Original Equipment Manufacturer (OEM) brands are starting to see a rebound as well.
- Delivery options are top of mind for buyers. Searchers are more influenced by deals and discounts on Microsoft Search Network.
In Australia, a recovery could be starting to happen . . .
AU marketplace index is becoming stable which may suggest an early sign of recovery

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“A recovery in China would suggest that consumers are willing to again spend on big-ticket items soon after emerging from isolation and lockdowns.”

“About 99% of China’s auto showrooms were back in business as of April 3, with consumer traffic running at about 66% of normal levels.”
Car ownership is set to rise post COVID-19 with most non-car owners now likely to buy a car

59%
Non-car owners are more likely to consider buying a car

38%
are ‘definitely’ likely to consider buying a car ‘right now’

37%
stated they are less likely to use public transport

Customers are coming back. Act fast!

Demand in searches have started to pick up post the non-essential business shut down. However, click volume is yet to take advantage of this, presenting an opportunity for brand to capture consumers searching for Autos.
What are they searching?
Searches for ‘economy’ and ‘luxury’ car brands are recovering gradually, while searches for ‘aggregators’ are almost back to pre-pandemic level.

Weekly search & click index by brand type

Microsoft Internal Data, Automotive vertical, AU, Feb 2-Apr 24, 2020
Compared to March, utility vehicles and medium SUVs are gaining more attention

Microsoft Internal Data, Automotive vertical, AU, March-April, 2020
Searches contains ‘sales’ are up +9% week over week (WoW) from the last week of March.

Incentive queries along with direct searches for aggregator sites are driving early recovery.

7.5% of them contain location in the query which suggests consumers may be interested in promotions or affordable options near them.

Microsoft Internal Data, Automotive vertical, AU, Feb 2-Apr 25, 2020
In the last two weeks, total searches surpassed last year with over 15% year-over-year (YoY) growth

Searches grew 5% WoW after lock down

Microsoft Internal Data, Automotive vertical, AU, Feb 2-Apr 25, 2020

Searches for ‘parts & accessories’ saw a strong growth with minimal impact from COVID-19
Free delivery is the top factor customers claim would increase their likelihood of buying a car.

Compared to other search engines, searchers on Microsoft Search Network are more responsive to deals and discounts (+4%) and are slightly more loyal to brands (+2%).
Stay connected with your customer at this critical time

% agree or somewhat agree with brands’ advertising activities during COVID-19 outbreak

- Contacting customers about their response of COVID-19: 81% (Car buyer) vs 71% (All platform users)
- Running promotions: 80% (Car buyer) vs 77% (All platform users)
- Running ads showing response to COVID-19: 91% (Car buyer) vs 80% (All platform users)
- Providing practical information: 73% (Car buyer) vs 67% (All platform users)
- Running “normal” advertising campaigns: 77% (Car buyer) vs 76% (All platform users)
- Funny light-hearted content: 71% (Car buyer) vs 84% (All platform users)

Compared to all platform users, car buyers on Microsoft Search Network are more accepting of brands running normal advertising activities (73% vs 52%) and are also expecting to see COVID-19 response ads from car brands (91% vs 80%).
Key takeaways

1. The market is expected to have a strong re-bound, make sure your ads are online

2. There’s an opportunity to respond to increasing consumer demand early and benefit from softer competition

3. Highlight your contactless delivery options and promotions in your ad creatives
Strategies and recommendations

Appendix
Median of May '19 and May '18
3, 5, 8, 10, 12, 15-day moving averages
30, 35, 40, 45, 50, 55-day moving averages

Autos Marketplace Rebound Gauge, Global, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing

Data: Microsoft Advertising Internal, January 2020 - Present
Auto sales in China have started to recover as virus’ spread locally slows

Statistics in China suggest that consumers are willing to again spend on big-ticket items soon after emerging from isolation and lockdowns