
The Science of Winning Consumers Online

Online Advertising and Marketing; Shifting from Art to Science

From an interview with Pat Ryan, Jr., CEO and Co-Founder of INCISENT Technologies.

If they don't buy your ad online, they won't buy your car

FACT: 88% of consumers go to the internet before they purchase a vehicle

FACT: 54% of consumers choose a dealership based on what they find online

FACT: The average consumer only visits 1.5 – 1.8 dealerships in person

The way consumers buy cars has been fundamentally and forever altered by the internet. What does this mean for dealers? It's no longer enough to have an Internet Department to catch up to today's consumer, savvy dealers are making fundamental changes in their businesses, transforming from a dealership with an Internet Department to an Internet Dealership.

Advertising spend and focus needs to be where the Consumer is

Think about the time you spend on a full page newspaper ad, a radio spot or a tv commercial. Then consider how much time you and your team spend on creating great online vehicle ads. How do they compare? Are you spending 54% of your time and money on the online vehicle ads to match consumer traffic? Consider a dealership with 100 cars on the lot who posts their inventory ads on 5 websites—they have 500 vehicle ads online. Are those 500 ads getting the focus they deserve versus other forms of advertising? If not, it's likely costing you customers.

Online Advertising isn't an Art, it's a Science

Think of Amazon. At the bottom of every page, shoppers can find an ad (in the form of a recommendation) for "other books you should consider." This section is determined not by the gut or "art" of the bookseller, but instead by scientific, data-driven history and facts.

Think of Google, the fastest growing company of our time. In its 12-year existence, Google has dominated the internet search—today capturing 70% of all internet searches (by comparison, GM at its pinnacle had 50% market share while the Model-T had about 52% market share in its heyday). What is the secret of Google's incredible domination of search and Internet advertising?

Google's success boils down to one word: Relevance. By maximizing consumer relevance, Google has turned search engine optimization into a real science. This is a lesson every business must take to heart in developing their own Internet strategy, yet few obsess about relevance the way they should.

How can dealers apply the secrets of Google's success to help their internet business? Stay tuned to our next installment in this series, where we will explore the science of maximizing consumer relevance.



To view the video *The Science of Winning Consumers Online* please visit www.consumeroptimization.com/auto/scienceofwinningconsumersonline

Pat Ryan, Jr. is Chief Executive Officer and Co-Founder of *INCISENT Technologies*, maker of FirstLook Inventory Management Systems and MAX Internet Advertising and Marketing Systems. The Company was ranked as the #4 Fastest-Growing Software Company in the United States in *Inc. Magazine's* Top 500 List as well as the #1 Fastest-Growing Company in the Automotive Sector.

Pat is widely followed as a thought leader and speaker and can be reached at pat@incisent.com.