



Consumer engagement through  
data segmentation

 **AutoTrader**

24 January 2024



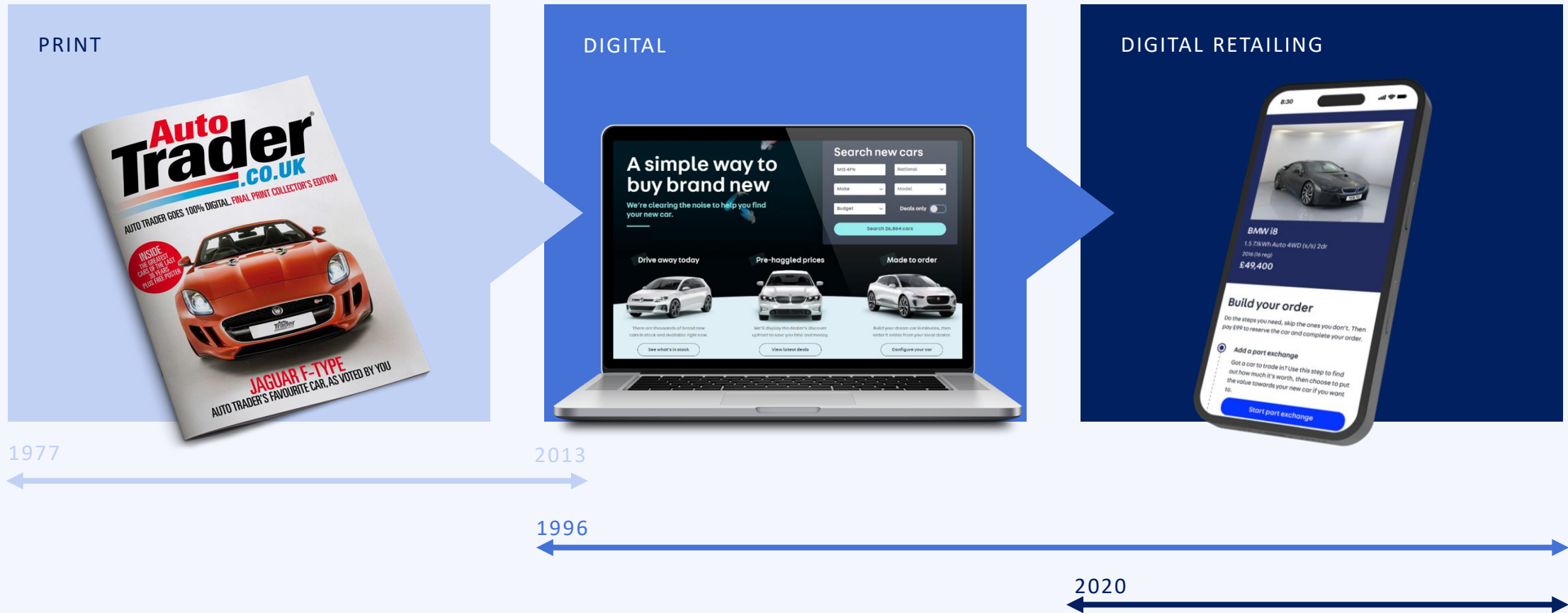
# Why it's important...

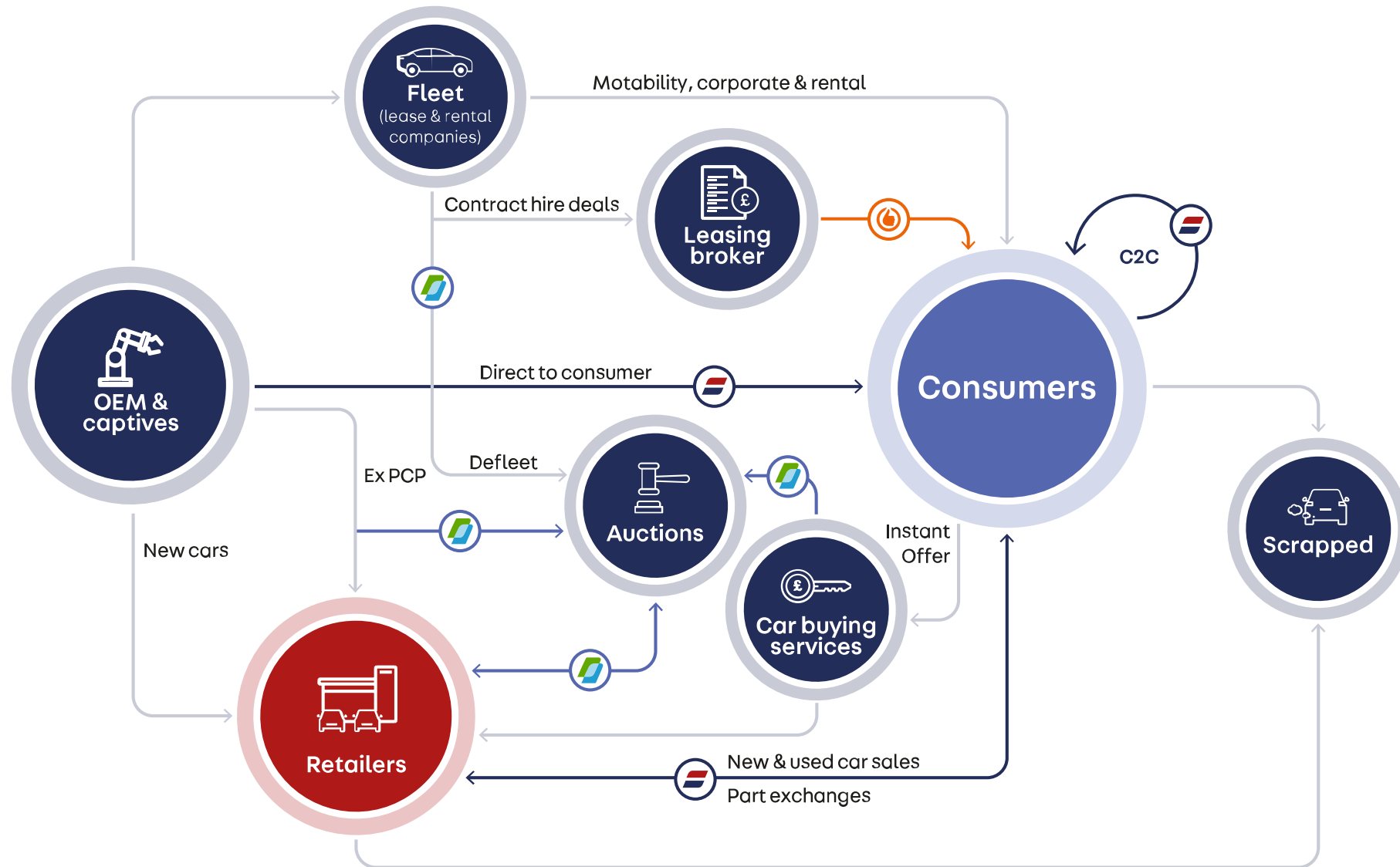
Why it's important

Key outcomes

What's next for us

As our consumer needs have changed over time, so have we

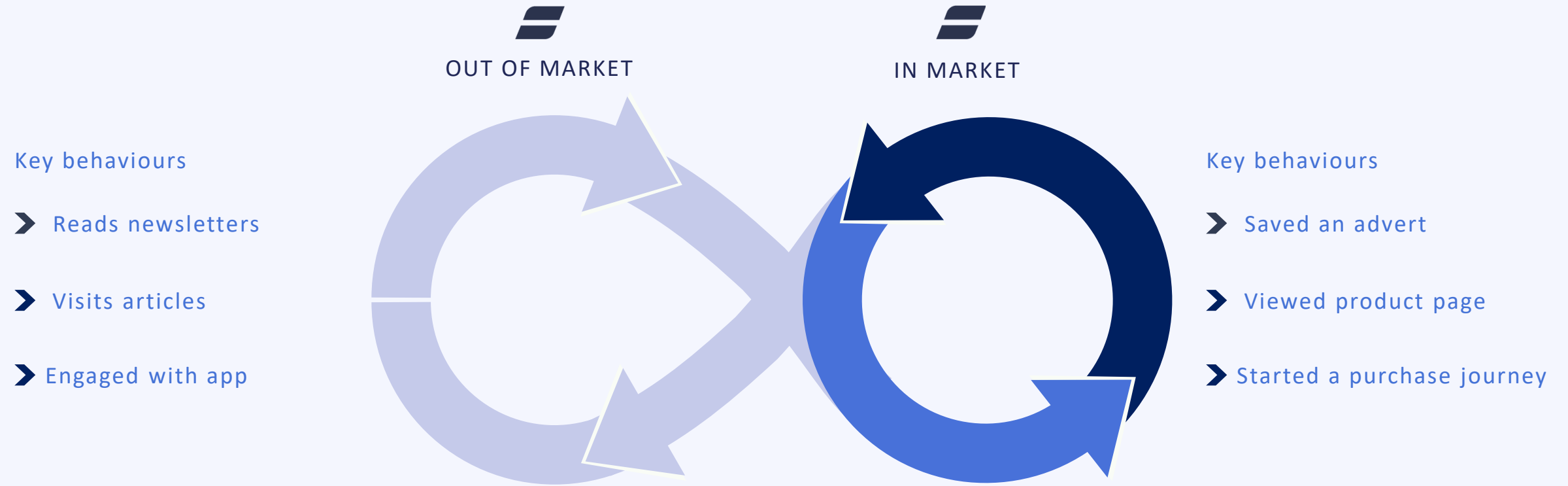




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A snapshot of what that looks like



# Data segmentation has been key for us to keep our consumers engaged no matter where they are

CRM IS WHERE IT STARTS

First party data + our agility to create test & learn scenarios, enable us to feed back insights as they are happening on the ground

SEGMENTATION IS FLUID

It's not a volume game, our consumers move in and out of market states as their lifestyle/needs change

ENGAGEMENT IS THE KEY METRIC

Open rate, unique click rate, unsub rate, app opens, video views, article views all matter. These are only healthy if the content you serve is relevant.

COLLABORATION IS KEY

We work side by side with our data and tech teams as well as product and sales, to create alignment on how we drive consumer engagement to support them.



With new contenders in the EV market it's no wonder that almost 1 million drivers here in the UK have made the switch to drive electric. The choices to lease are endless! Whether you want to drive an eye catcher or you're looking for some stand out (or crazy) tech features, we have the perfect line up to get you started. Why not stand out from the crowd?

[View our car leasing offers](#)

### Get inspired by our top 4 finds



#### BYD ATTO 3

60.48kWh Design Auto 5dr

Whether your January goal is to become an expert guitarist (yes – this EV has built in banjo strings for a 'harmonious drive') or drive emission free for over 450 miles WLTP, the BYD Atto 3 is the car for you.

- 5 doors
- Electric
- Automatic
- 5 seats
- SUV
- 260 miles
- Alloy wheels
- Cruise control

£361.95 Monthly payment

£2,171.70 Initial payment



#### Polestar 2

69kWh Fastback Auto RWD 5dr



#### Fisker Ocean

Hyper Range 113kWh Auto 5dr

New Californian brand Fisker is one to watch this year. This medium-sized electric SUV boasts plenty of fun features that make it a stand out favourite. With a full length 'solar sky-roof', you'll be in the elite group of EV drivers!

- 5 doors
- Electric
- Automatic
- 5 seats
- SUV
- 439 miles
- Alloy wheels
- Cruise control

£816.88 Monthly payment

£4,901.28 Initial payment



#### KIA EV6

77.4kWh GT-Line Auto AWD 5dr



Whether you're looking to do your bit for the planet and join the 950,000 fully electric cars on the road last year, or hoping to be more tech savvy and want a vehicle to go with it, we've broken down a few of the key features drivers tend to look for and which cars showcase them to the fullest.



#### Boot space

The space available in the boot of your car is key. Whether you need to fit in a pram or a suitcase, making sure you can house everything in there without invading the passengers in the back is crucial.

We recommend:  
Volvo XC90  
Skoda Octavia  
Volkswagen Tiguan



#### Range

Range anxiety is a real thing, but just like running out of petrol, it rarely happens once you find your charging rhythm! If you're looking for the best range though, these would be perfect.

We recommend:  
Fisker Ocean Extreme  
Tesla Model 3 Long Range  
Polestar 2



#### Tech savvy

With cars on the road these days being able to do almost anything, including essentially being able to drive themselves, the level of tech available is

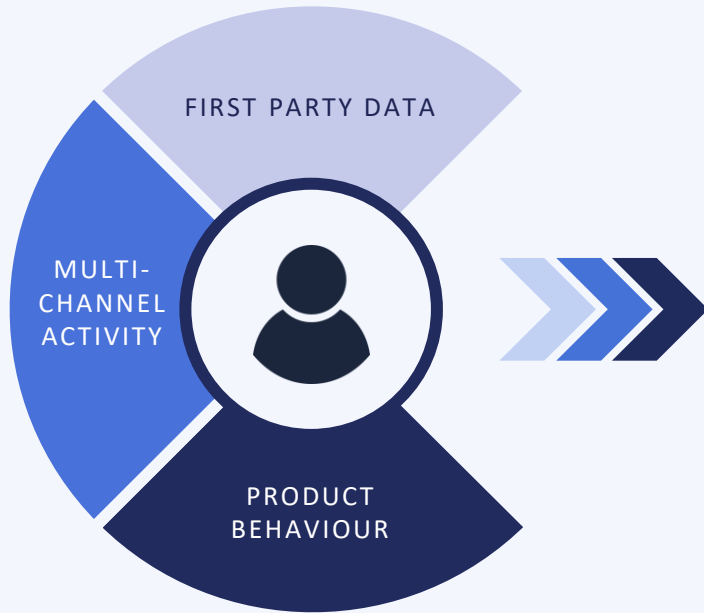


#### Best value for money

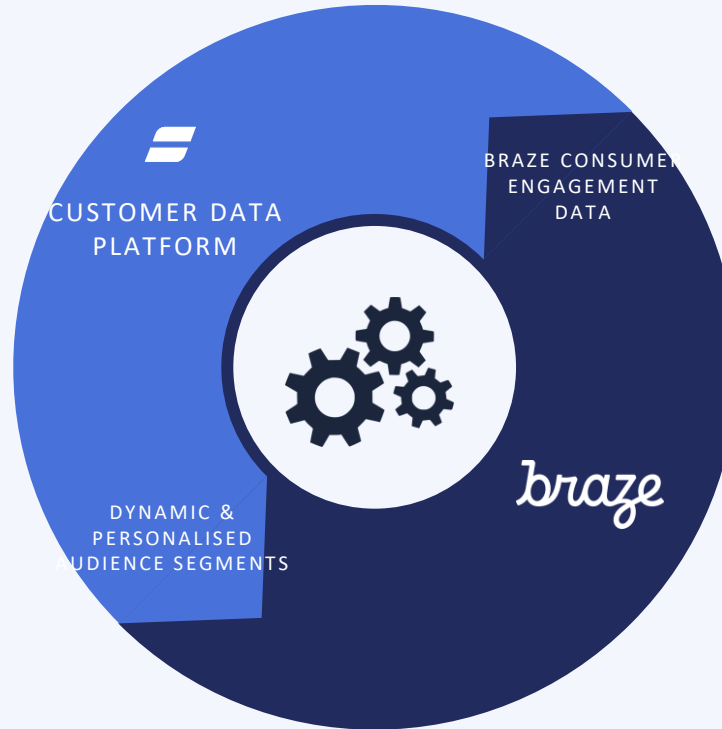
After Christmas and the general cost of living increases, a vehicle offering the best value for money is likely to be a main priority. Luckily, most

This approach allows us to engage our base and feedback valuable insights to the business

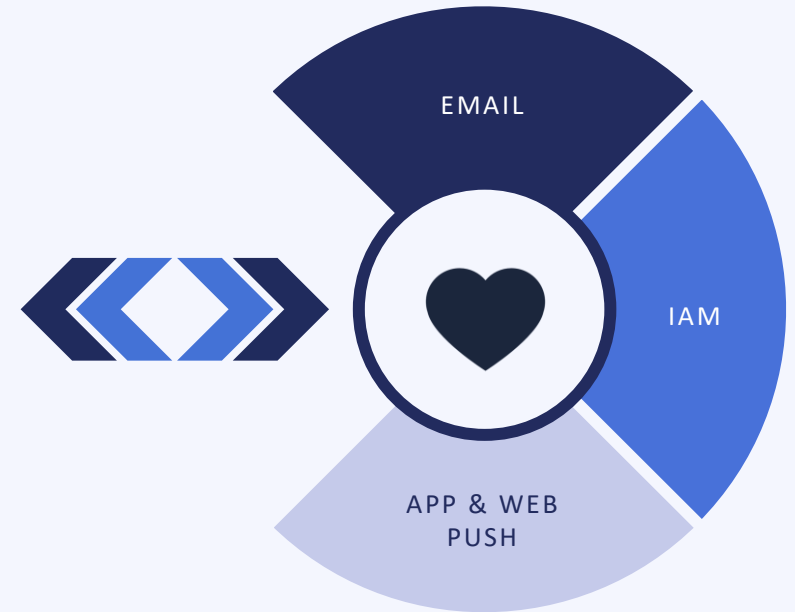
### CONSUMER INSIGHT



### SEGMENTATION & TARGETING



### ENGAGEMENT





# Key outcomes...

Why it's important

Key outcomes

What's next for us



We've enabled our segmentation to drive consumers to their next best action



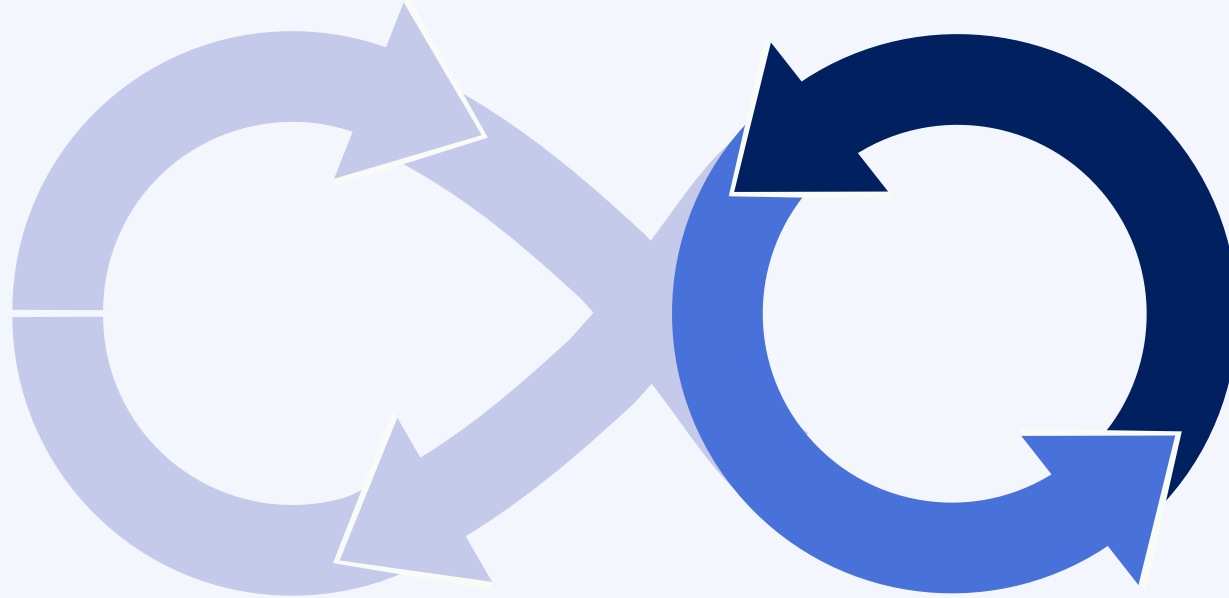
OUT OF MARKET



IN MARKET

What's targeted to them

- Newsletters
- Competitions & events
- Cross-sell education



What's targeted to them

- Saved search reminders
- Abandon browse prompts
- Education & onboarding

No matter how big or small our segments, we've seen positive outcomes that affect the bottom line

### IMPROVED DATABASE HEALTH

Open rate increase by 15%, unique click increase by 2.5% + opt outs decreased.

Known insights:  
eg we can identify users in different categories like electric intent – we are here for everyone.

### STICKY BEHAVIOURS CREATED

Monthly EV giveaway drives returning consumers + an increase to site visits.

At least 50% of out of market users nurtured through newsletters.

App users are more likely to be actively logged into their account.

### INCREASED LIKELIHOOD TO RENEW LEASING CONTRACT

15% of contacted EOC consumers will come back to market.

2% will renew their leasing contract within a month.

### HIGHER PROPENSITY TO COMPLETE PURCHASE JOURNEY

If nudged, 8% of in-market users will revisit a product page.

4% will pick up from where they left off.





# What's next for us...

Why it's important

Key outcomes

What's next for us

We're on an exciting journey, using what we've learnt to be more engaging and relevant to our consumers

The path has been created for more collaboration across the business

LIFECYCLE  
STATES

Every product and user need will have its own unique and nuanced lifecycle. We are working with our data team to identify consumer lifecycles.

PROPENSITY  
MODELLING

As we feedback behaviours and drivers to our customer data platform, we are also looking at how to nudge consumers to the best outcome.

MORE TEST &  
LEARN

We recognise that segments are fluid, consumer needs change over time. We will never stop testing different content, commercial or engagement strategies via CRM to always stay ahead of our consumer's needs.

## KEY TAKEAWAYS



Data segmentation is critical to consumer engagement. Your base will engage with you for many different reasons, it's our responsibility in CRM to guide them to the right outcomes.



It's not a volume game and data segmentation is fluid. It doesn't matter how small or large your audience is, as users will move both in and out of market. What's important is serving them with content that is relevant.



It's important to bring others along the journey too. Your data will fuel product and tech outcomes as well as omnichannel activity. Your insights, however big or small, make a difference.



Thank you for listening!