The Dealer Guidebook

Best practice guide for Channel and Agency partners

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Google

Guy Schueller

Industry Director,
Automotive

“We built the Dealer Guidebook to answer the one question we frequently get when working with Dealers and agency Partners, “How should I best use Google?" The Guidebook is designed to help Dealers prioritize Google's products based on a their marketing objectives and where they are with digital. We believe these guideposts will help Dealers create and capture demand efficiently, maximizing their marketplace impact.”

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Four Pillars of the Dealer Guidebook

FUNDAMENTALS

If you're not knocking these out of the park, you're not using Google the right way.

BASICS

Basic but often overlooked... powerful tactics worth prioritizing before the rest.

DIFFERENTIATORS

Tested & true growth strategies... some dealers are all-in, while others have yet to see the light.

GROWTH LEVERS

Where the savviest dealers are already testing, and where Google & our most sophisticated marketing partners are placing bets.

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A Guide for Maximizing Google's Products

FUNDAMENTALS

Site Experience
- [ ] Speed
- [ ] Simplicity

Paid Search & Account Structure
- [ ] Build keywords to cover entire customer journey
- [ ] Account structure
- [ ] Location Targeting

Measurement
- [ ] Conversion tracking
- [ ] Google Analytics
- [ ] Define success metrics

BASICS

Paid Search Basics
- [ ] Maximize new car brand search, prioritize "ready-to-buy"
- [ ] Ad excellence
- [ ] Bid by location

Display + Video Basics
- [ ] Google Display Network
- [ ] Trueview Instream
- [ ] Trueview Discovery

Audience Targeting Basics
- [ ] Remarketing
- [ ] Customer Match

DIFFERENTIATORS

Paid Search Differentiators
- [ ] Used car campaigns
- [ ] Fixed ops campaigns
- [ ] Spanish campaigns

Display + Video Differentiators
- [ ] Location Extensions
- [ ] gMail ads

Audience Targeting Differentiators
- [ ] Similar Audiences
- [ ] In-Market Audiences

FUTURE GROWTH

Paid Search Growth
- [ ] Expand keywords to include segment & conquest

Automation
- [ ] Automated Bidding
- [ ] Dynamic Search Ads

Measurement Growth
- [ ] Store Visits
- [ ] Store Sales
- [ ] Attribution

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FUNDAMENTALS

SITE EXPERIENCE

- ❑ Speed
- ❑ Simplicity

PAID SEARCH + ACCOUNT STRUCTURE

- ❑ Defend your brand: target keywords to cover the entire shopper journey
- ❑ Optimal AdWords account structure
- ❑ Location targeting

MEASUREMENT

- ❑ Conversion tracking
- ❑ Google Analytics
- ❑ Define success metrics

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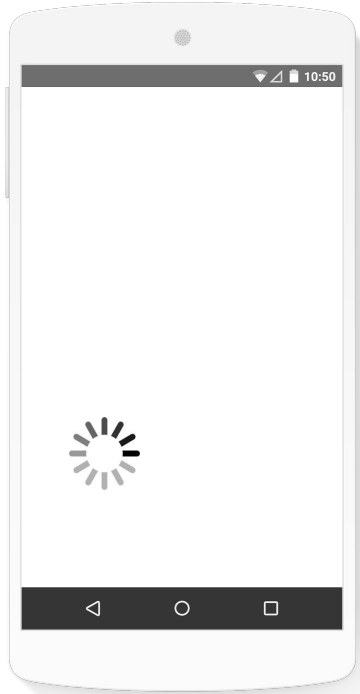
Site Experience

On mobile, speed and simplicity matter



53%

of consumers will abandon a mobile site if it takes more than 3 seconds to load

97%

of consumers will abandon a mobile site if there are too many form fields

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Source: Google Data, Aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, n=3.7K, Global, March 2016

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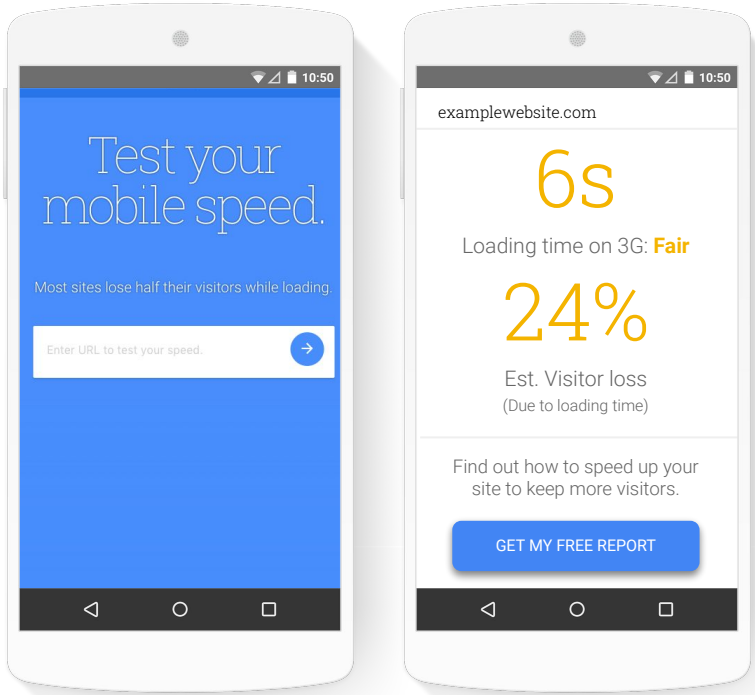
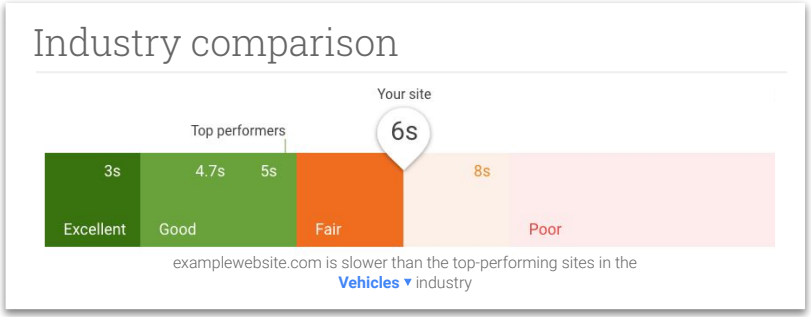
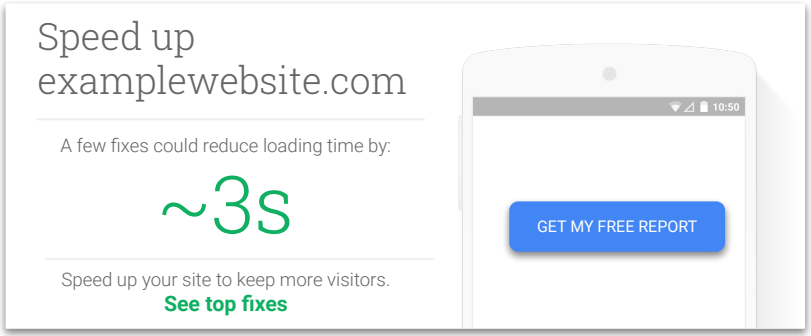
Site Experience

Improve your website speed with testmysite.thinkwithgoogle.com







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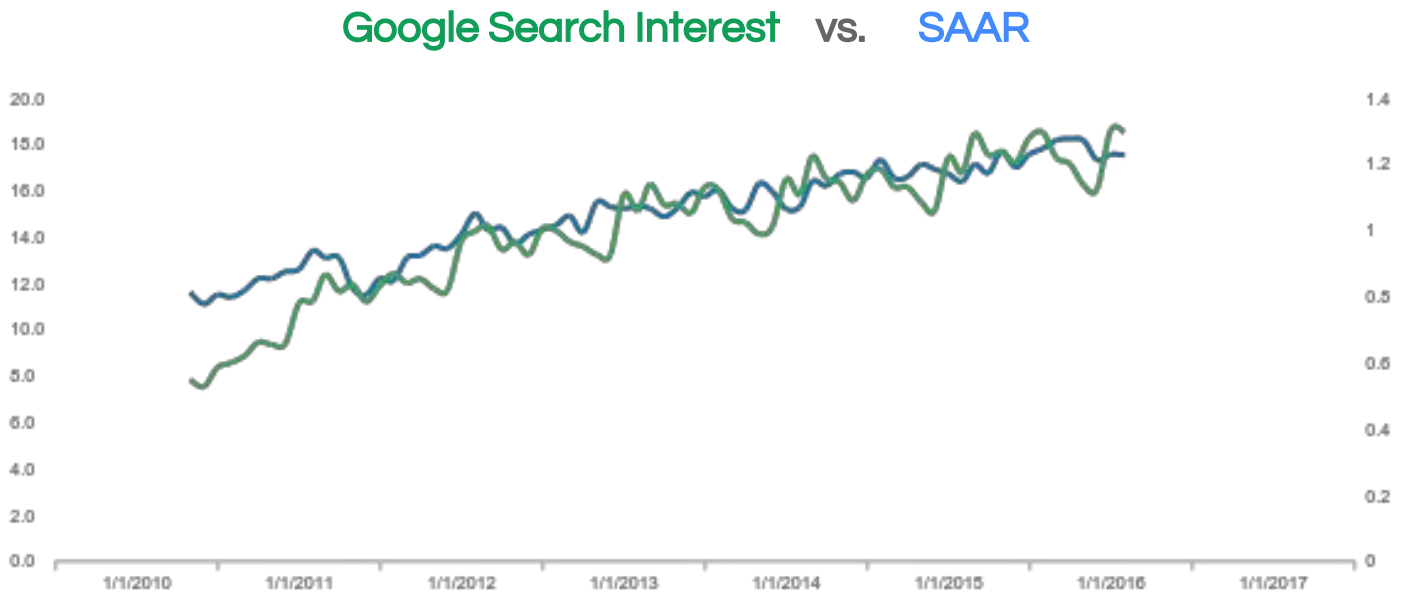
Search interest is strongly correlated to vehicle sales



Source: Auto News Data Center, 2016, Google Internal Data, 2016
SAAR : Seasonally Adjusted Annual Rate

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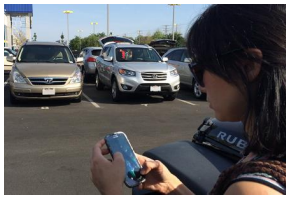
Defend your brand across all moments
Build out search keywords, for the makes and models you sell

Awareness ← Consideration → Ready to Buy



Which-Car-Is-Best Moments	Is-It-Right-For-Me Moments	Can-I-Afford-It Moments	Where-Should-I-Buy Moments	Am-I-Getting-A-Deal Moments

Keyword Types:

Brand / Reviews
- 2018 Dodge
- Buick Encore review
- Jeep SUV

Model
- New Lincoln MKZ
- 2018 Kia Optima
- Volkswagen Golf mileage

Price / Financing
- Nissan Altima price
- Honda Accord msrp
- Toyota Rav4 lease

Dealer / Geo
- Hyundai Elantra dealer
- Grand Cherokee test drive
- Sentra Los Angeles

Deals / Incentives
- GMC Sierra deals
- Chevy Malibu offers
- Ford Explorer sale

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Example #1: Structure your campaigns to capture intent across all models

Campaigns	Ad Groups		Keywords	
Where to Buy	Dealer Name	Dealer Geo	MAKE + Dealership Name MAKE + Dealer	MAKE/MODEL + City/Zip
Am I Getting a Deal	Deals	Incentives	MAKE/MODEL + Deal MAKE/MODEL + Offer	MAKE/MODEL + Incentive MAKE/MODEL + Discount
Can I Afford It	Price	Financing	MAKE/MODEL + Price MAKE/MODEL + MSRP	MAKE/MODEL + Finance MAKE/MODEL + Lease
Is It Right For Me	General Model	Specs	MAKE/MODEL + Year New + MAKE/MODEL	MAKE/MODEL + Specs MAKE/MODEL + Features
Which Car Is Best	Make / Segment	Reviews	MAKE + Year MAKE + Car Segment	MAKE/MODEL + Reviews MAKE/MODEL + Ratings

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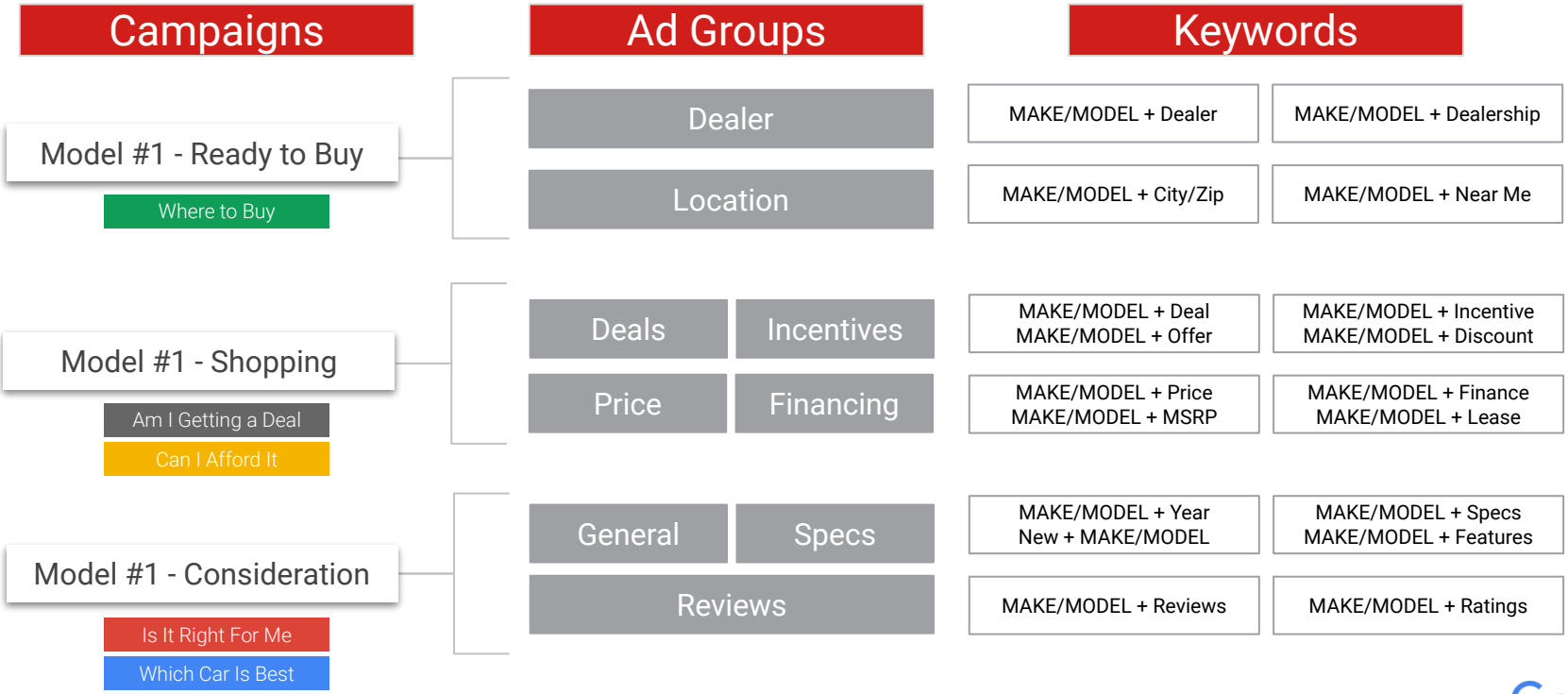
Example #2: Structure your campaigns to capture intent against specific models



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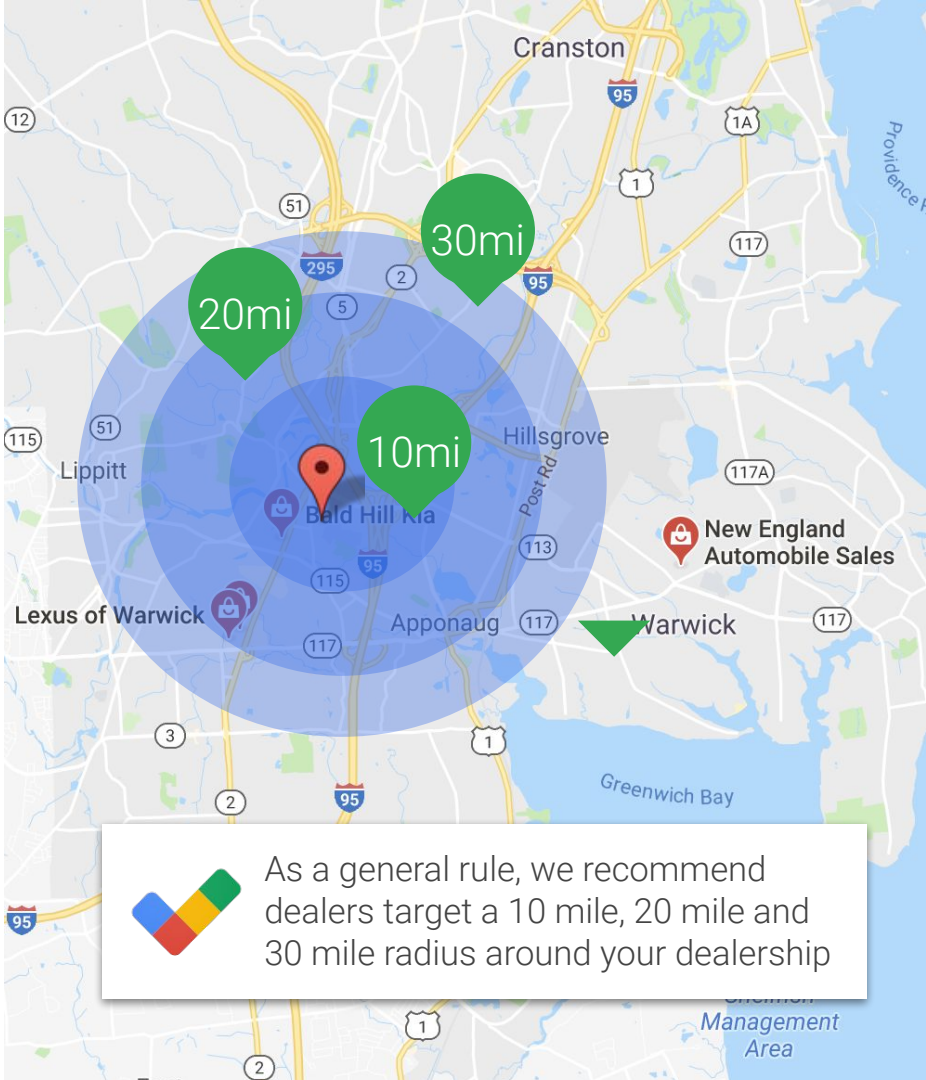
Paid Search + Account Structure

Target your ads to the area around your dealership

- Use AdWords radius targeting to target ads within the determined radius of the your dealership
- Review the AdWords distance reports to understand how your ads perform based on user proximity to your dealership



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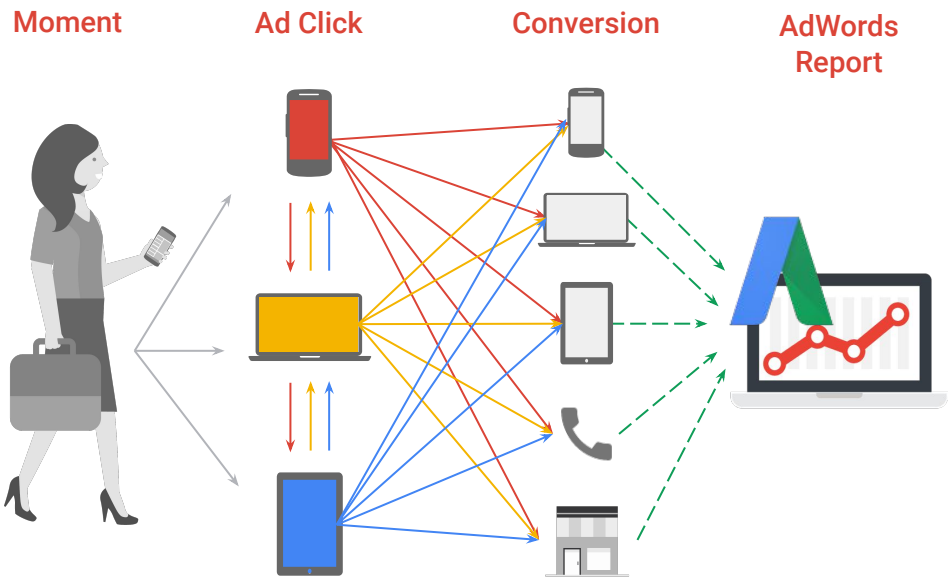
Measurement

Gain insight into the performance of your AdWords Campaigns using AdWords Conversion Tracking



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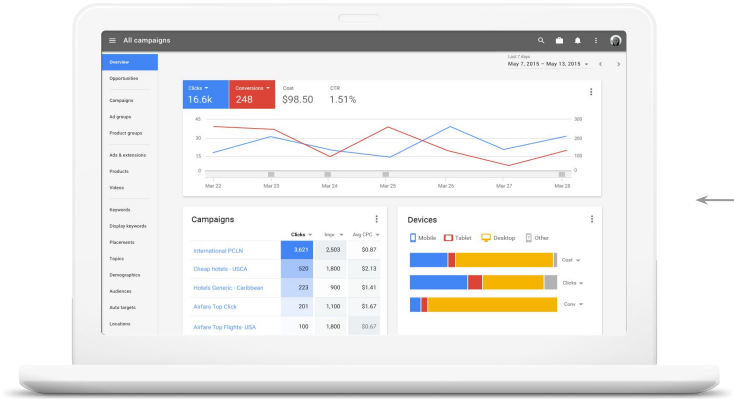
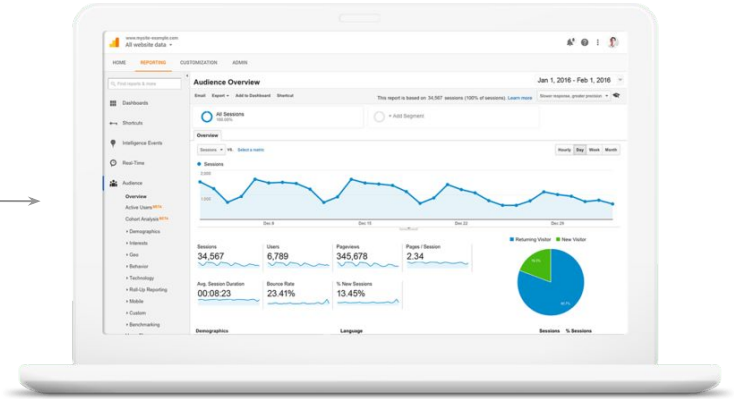
Measurement

Set up Google Analytics and link to your AdWords account to fully understand customer journey





Google AdWords

Google Analytics

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Measurement

Define success metrics beyond lead form completions

Only **26%**

of people who have purchased a vehicle in the past six months have actually filled out a form

Additional metrics

Phone Calls

Chats
Text Messages

VDP Pageviews

Contact Us
Schedule Appointment
Schedule Test Drive

Time on Site

Dealership Locator
Get Directions

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Source: Google Surveys, US, November 2016 (n of 1,500 consumers who have purchased a car in the past 6 months)

Actions to take

Site Experience

- ☐ **Speed** up your website by going to testmysite.thinkwithgoogle.com to get a mobile friendliness site report. Review recommendations from the report.
- ☐ **Simplify** your lead forms and site navigation using these tips.

Paid Search and Adwords Account Structure

- ☐ **Build out keywords** to cover the entire customer journey.
- ☐ **Organize your AdWords account** to maximize performance using the tips here.
- ☐ **Location Targeting:** target your ads to the area around your dealership.

Measurement

- ☐ **Set up** AdWords conversion tracking and Google Analytics.
- ☐ **Link** your Google Analytics and Google AdWords accounts by following these instructions.
- ☐ **Define success** metrics beyond lead forms.

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BASICS

PAID SEARCH BASICS

- ❑ Maximize new car brand search, prioritize “ready-to-buy”
- ❑ Ad excellence
- ❑ Bid by location

DISPLAY + VIDEO BASICS

- ❑ Display remarketing
- ❑ Trueview In-stream
- ❑ Trueview Discovery

AUDIENCE TARGETING BASICS

- ❑ Remarketing
- ❑ Customer Match

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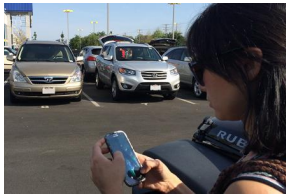
Paid Search Basics

Maximize your search opportunity for the makes/models you sell, and prioritize the “ready-to-buy” moments

Awareness | Consideration | Ready to Buy



Which-Car-Is-Best Moments	Is-It-Right-For-Me Moments	Can-I-Afford-It Moments	Where-Should-I-Buy Moments	Am-I-getting-a-deal Moments

Price / Financing
- Nissan Altima price
- Honda Accord msrp
- Toyota Rav4 lease

Dealer / Geo
- Hyundai Elantra dealer
- Grand Cherokee test drive
- Sentra Los Angeles

Deals / Incentives
- GMC Sierra deals
- Chevy Malibu offers
- Ford Explorer sale

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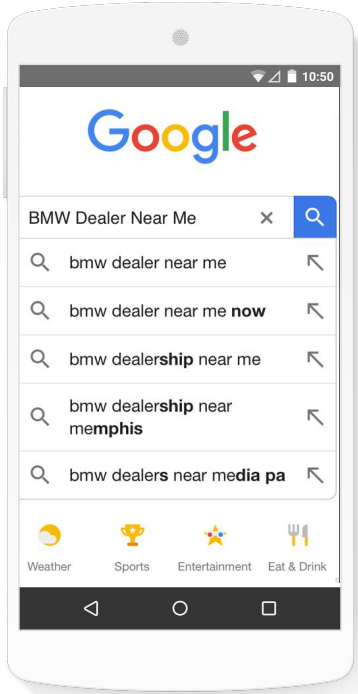
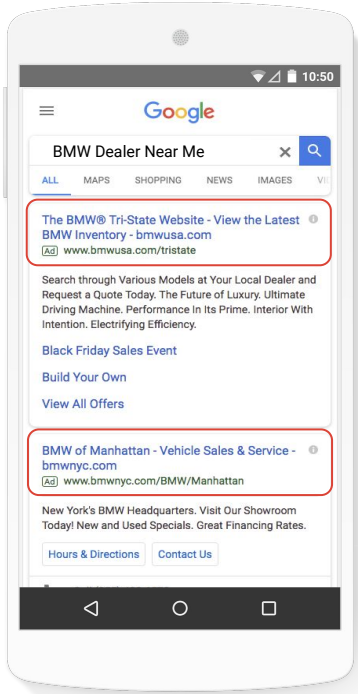
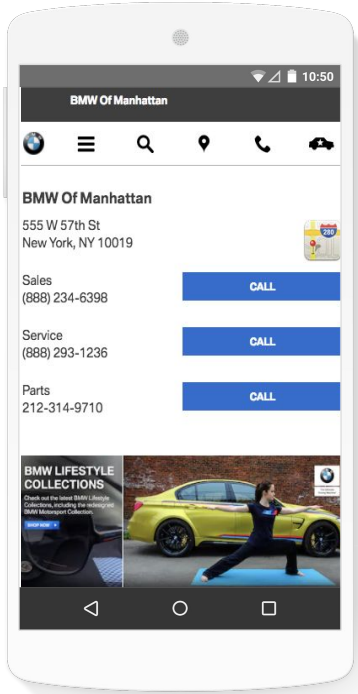
Your ads should match a user's search and your landing page







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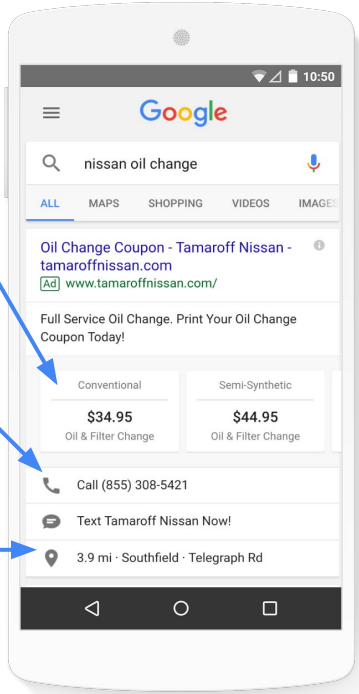
Get the most out of your ads

Enable ad extensions

(New) Pricing Extensions

Click to call extensions

Location extensions



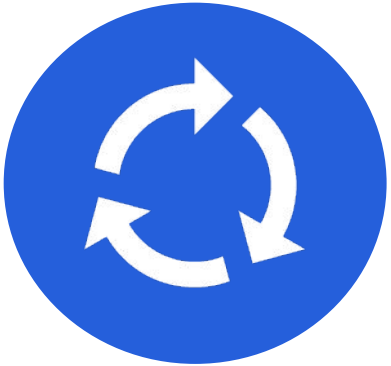
Include 3+ texts ads per ad group

Razzari Ford - Your Local Ford Dealer - fordrazzari.com
Ad www.fordrazzari.com
Your Friendly Local Ford Dealer View Our Merce, CA Ford Inventory. Chat Support

Sonora Ford - Your Sonora Ford Dealer - mysonoraford.com
Ad www.mysonoraford.com
Your Sonora Ford Dealer. View Our Inventory Online Now & Call for Specials!

Country Ford Trucks - Ceres, California - countryfordtrucks.com
Ad www.countryfordtrucks.com
Huge Selection Of New Ford Models. Schedule A New Ford Test Drive Now!

Set ad rotation to “optimal”



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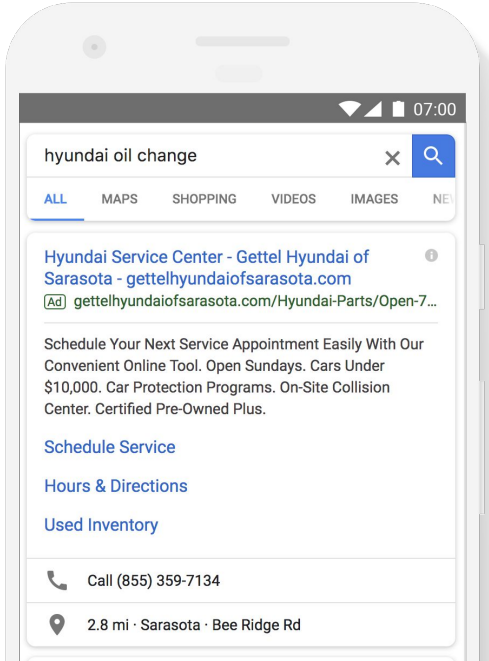
Case Study

Gettel Hyundai increases calls to service center by 16% with AdWords call extensions



Goals

Drive more leads towards maintenance and service department using Google Search ads

Approach

- Create separate campaign focused on service and maintenance search terms
- Enable call extensions to get mobile users straight to service department

Results

16%
Increase in phone calls to service center

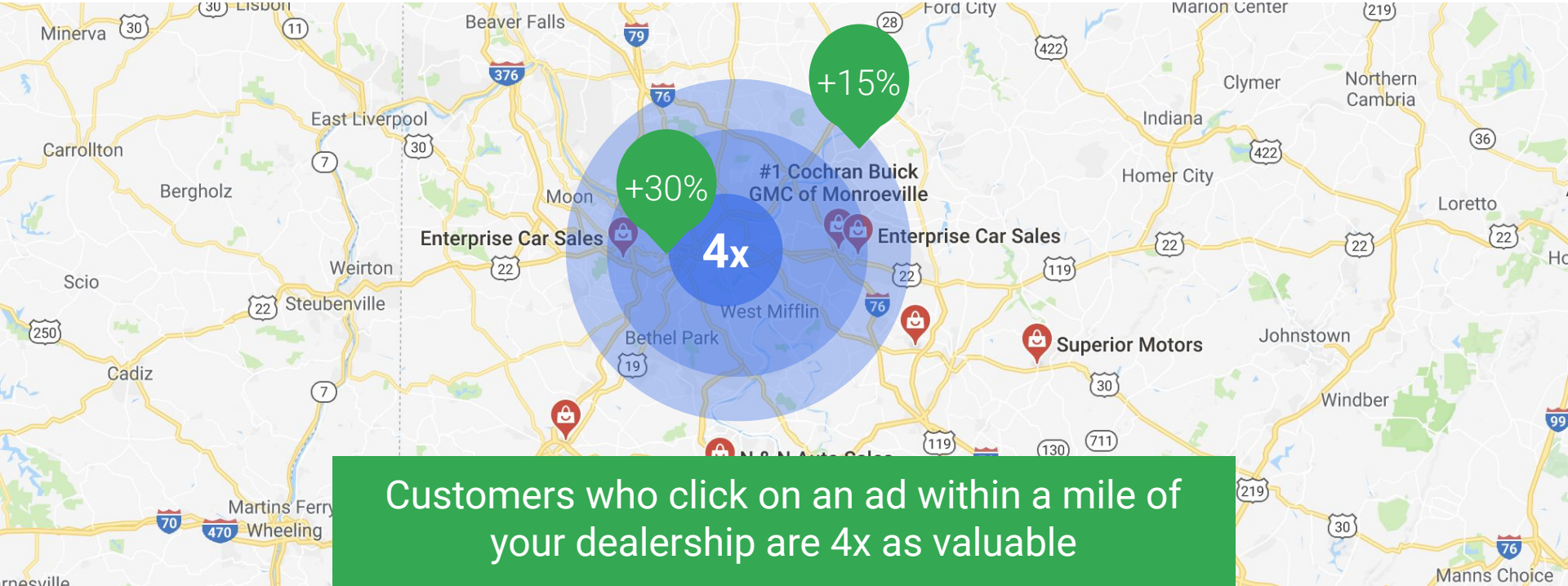
4%
Increase in clicks to website

Google

Paid Search Basics

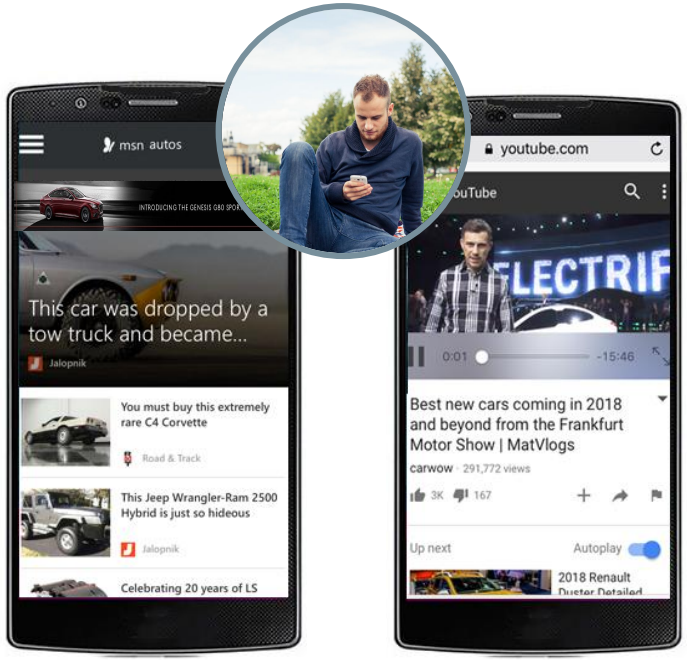
Shoppers near your dealership are most valuable

Use bid-by-location to bid higher for customers closer to your dealership



79% of time online is spent beyond search: the Google Display Network helps you reach customers across the web

On Desktop & Tablets

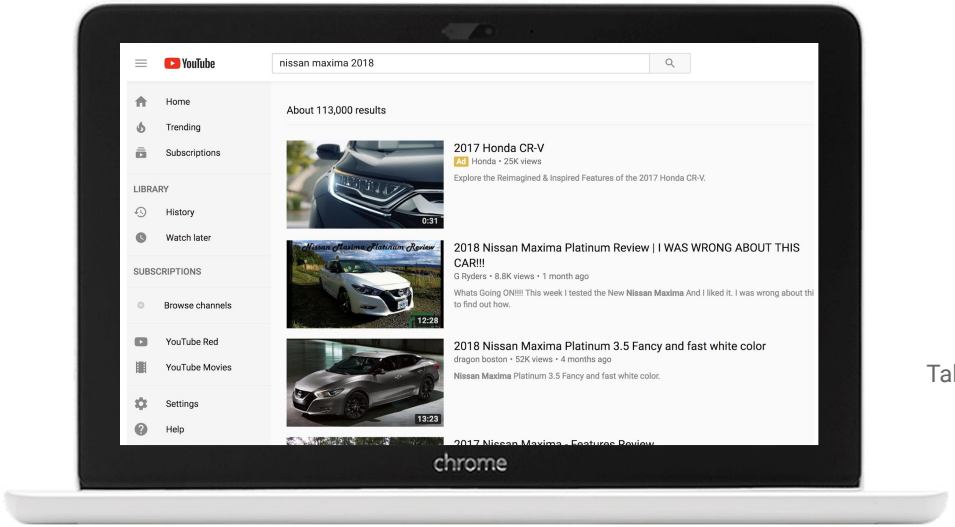


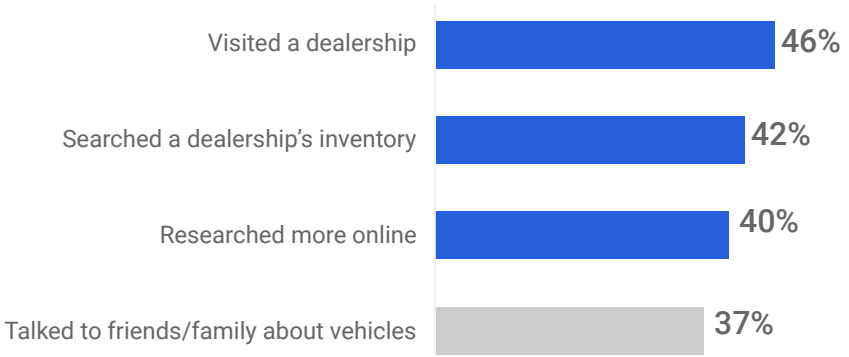
On Mobile Web

On YouTube

google property and confidential

More than 40% of shoppers who watched a vehicle video about cars or trucks visited a dealer as a result





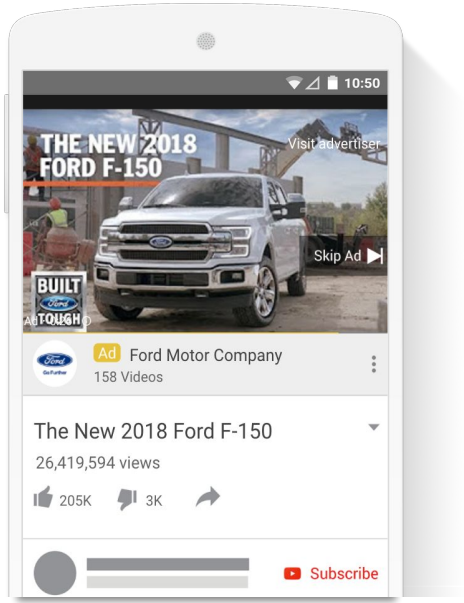
Source: Google/comScore, "Automotive Shopper Study, " US, Jan. 2017 (n=3,165 consumers 18+ who purchased a vehicle in the past 3 months)

Promote your video content to users who *choose* to watch

Trueview

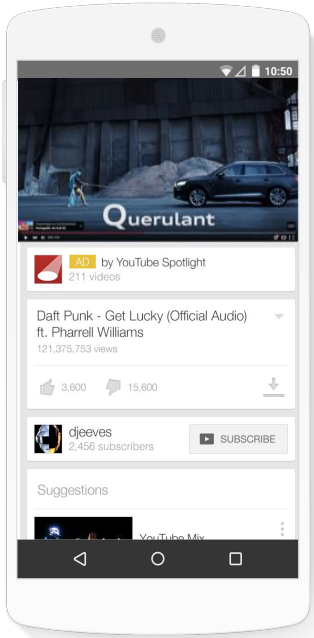
:15- or :30-second skippable video ads

You only pay if the consumer watches your full :30



Bumper Ads

6-second video ads so you can capture the attention of mobile viewers



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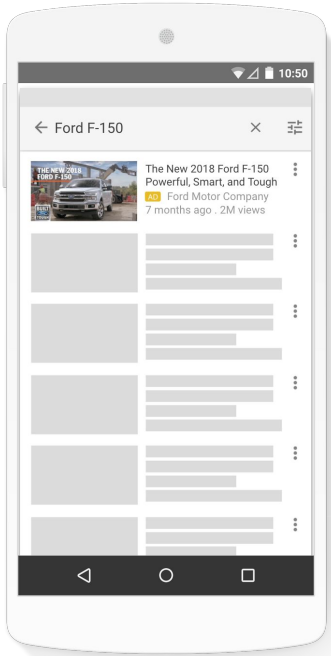
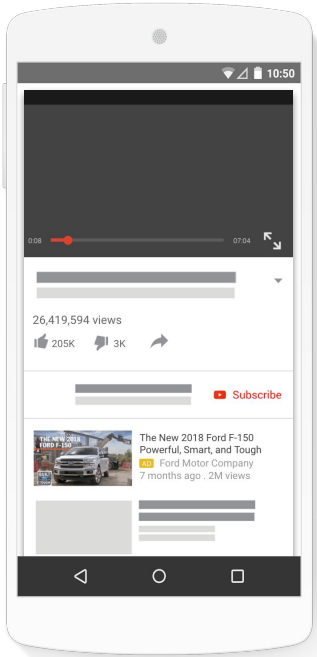
Reach shoppers searching on YouTube using Trueview Discovery

YouTube Search



YouTube Watch pages



1/3

of users search for a video on YouTube, and

20%

watch a related video

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Source: Automotive Shopper Path to Purchase, Millward Brown Digital and Polk, September 2015.

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Case Study

Brandon Honda Drives 100K engaged video views with TrueView

> "When you have skippable ads, the viewers are in control. They're choosing to watch our ad."

— John Marazzi, Managing Partner, Brandon Honda

Goals

Move budget from traditional TV to YouTube TrueView to reach auto enthusiasts watching video.

Approach

Use contextual and behavioral signals, such as geo-location, to find high quality customers who are interested in watching their content

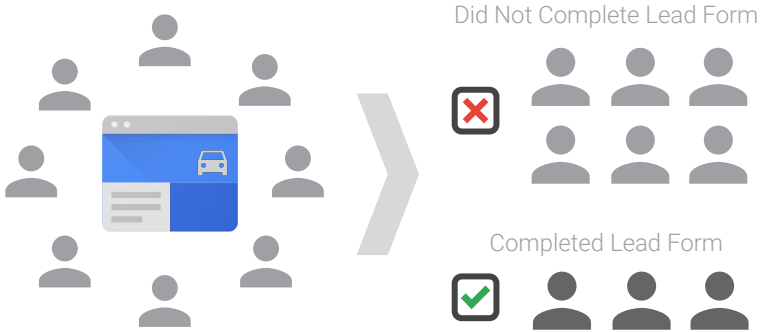
Results

100K
Video views in one month

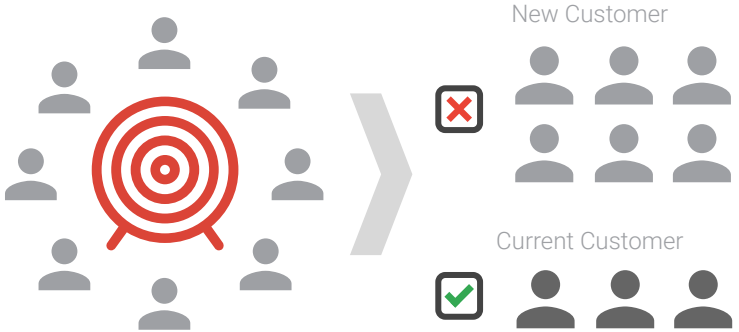
$0.10
Average cost of engaged viewer

Target your most valuable audiences

Remarketing
Reconnect with customers that previously visited your website



Customer Match*
Re-engage with existing customers using your CRM data



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*not all dealer accounts qualify for customer match. Customer match is available on Search, YouTube and Gmail

Google

Remarketing: a closer look into reconnecting with customers across the web

Add the remarketing tag to your website

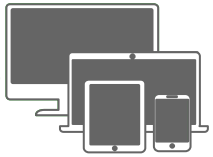
Visitors are automatically added to the 'All Visitors' remarketing list after they visit your website

Identify segments of visitors that you want to treat differently and create custom lists

For example, VDP Page Viewers and Lead Form Abandoners

Remarketing lists are available to target on Search, YouTube and the Google Display Network

Target past site visitors across all devices



Tailor your messaging, and optimize your bids to prioritize users from your most valuable lists

For example, increase your bid by 15% for visitors who abandoned a lead form in the past 30 days

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Customer Match: a closer look into re-engaging with customers in your CRM

Upload first-party data in AdWords as an audience list

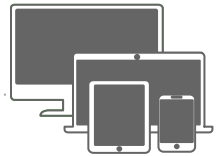
Lists are uploaded via a privacy-safe, hashed method

AdWords matches your email addresses to Google accounts

Once we create your audience list, we discard all data

List is translated into an audience list and made available to target or exclude

Target customers on Search, YouTube and Gmail



Create custom ads with tailored messaging based on what you know about the customer

Target customers across all devices

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Actions to take

Paid Search Basics

- ☐ **Maximize your opportunity** on “ready-to-buy” searches related to new cars. Aim for 90% impression share.
- ☐ **Ad Excellence:** enable ad extensions, include 3 ads per ad groups, and set ad rotation to “optimal”. Check your ad relevance by going to google.com/adpreview and performing a search on your keywords.
- ☐ **Bid by location:** bid more for customers who are near your dealership. Adjust your bids by location.

Display and Video Basics

- ☐ **Google Display Network:** get your ads on the Display network to reach customers across the web.
- ☐ **YouTube Trueview In-stream ads:** run YouTube trueview instream ads and 6-second bumper ads on mobile to drive awareness and action.
- ☐ **YouTube Trueview Discovery ads**: reach people searching and browsing on YouTube with Trueview discovery ads.

Audience Targeting

- ☐ **Remarketing** : Reconnect with vehicle shoppers who’ve visited your website and may be searching, browsing content or watching videos.
- ☐ **Customer Match:** If eligible, use your dealer CRM to target your existing customers online.

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DIFFERENTIATORS

PAID SEARCH DIFFERENTIATORS

- ❑ Used car campaigns
- ❑ Fixed ops campaigns
- ❑ Spanish campaigns

DISPLAY AND VIDEO DIFFERENTIATORS

- ❑ Location Extensions
- ❑ Gmail Ads

AUDIENCE TARGETING DIFFERENTIATORS

- ❑ Similar Audiences
- ❑ In-Market Audiences

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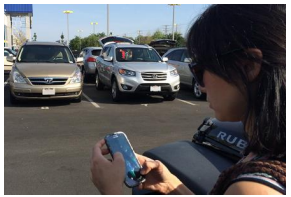
Paid Search Differentiators

Build out search keywords related to the **used** car makes/models you sell

Awareness | Consideration | Ready to Buy



Which-Car-Is-Best Moments	Is-It-Right-For-Me Moments	Can-I-Afford-It Moments	Where-Should-I-Buy Moments	Am-I-getting-a-deal Moments

Price / Financing
2015 rav 4
price for used sienna
Used Nissan Altima price

Dealer / Geo
CPO toyota dealer
Toyota CPO
Used Carola Detroit

Deals / Incentives
- GMC used Sierra deals
- Offers for used Chevy Malibu
- Sales on second hand Ford Explorers

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Paid Search Differentiators

Fixed Ops: shoppers turn online to decide where to service their vehicle. Create parts and service campaigns using keywords related to the makes/models you sell

Nearly **25%** of all automotive searches are parts, services, and maintenance related

Of the parts and services shoppers that use search, **more than half** call the service provider directly from a search result

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Sources: Google Internal Data, Fixed Operations queries. US, Jan-Aug 2017; 2017 Google / Critical Mix Fixed Ops Study

Google

Paid Search Differentiators

Hispanic market: reach a growing market by creating Spanish language search campaigns

14% of new cars were bought by Hispanics in 2017

2/3 of Hispanic auto purchasers who search at least monthly have used **Spanish** to look for information using a search engine

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Source: PolkIHS New ethnic registrations Jan - Nov 2017
Automotive Shopper Study, Google, comScore, Jan. 2017 S3b_NEW. Which one type of car/truck did you most recently purchas

Google

Paid Search Differentiators

Optimal campaign structure to reach Hispanic audiences

Campaigns + Language Settings:

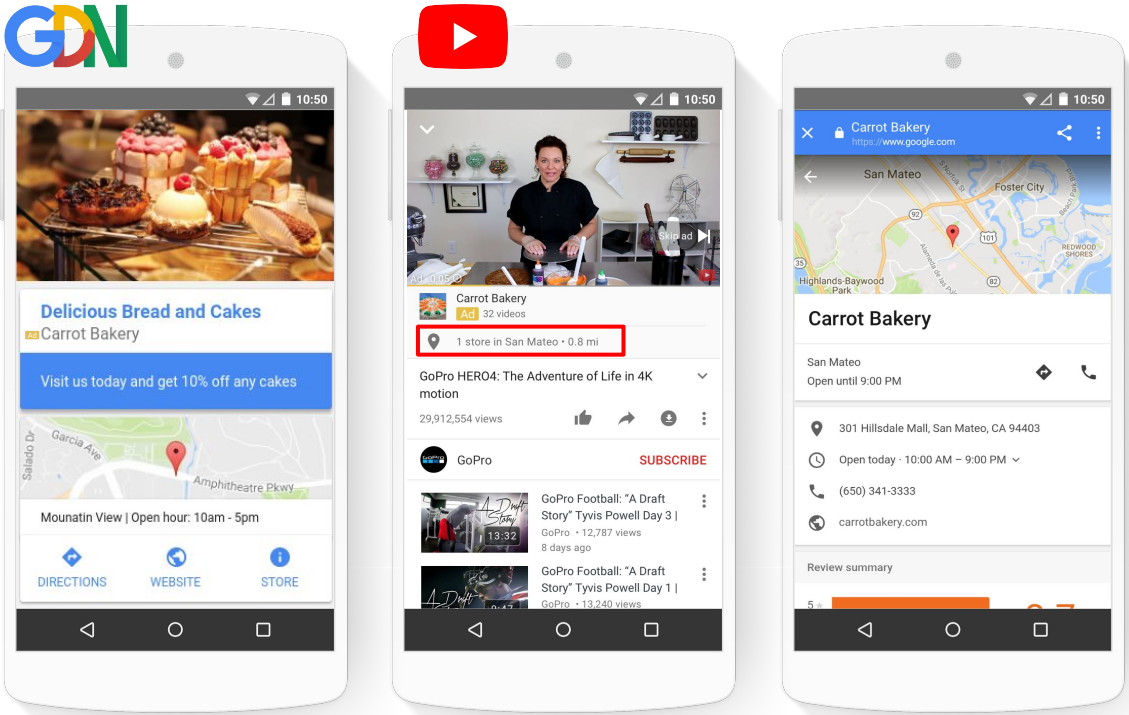
- Spanish keywords, English Language Setting
- Spanish & English keywords, Spanish Language Setting

Devices - All devices, Mobile bid modifiers

Location - Specific area around your dealership

Ad Rotation - Optimize for clicks or conversions

Capture nearby shoppers with Location Extensions for Display and YouTube



- Get Directions to Dealership
- Call Dealership
- Navigate to dealership site
- View Dealership Information
  - Dealership name
  - Address (city, zip, country, etc)
  - Phone number
  - Dealership Hours (excl. holidays)
  - Business Categories
  - Review info

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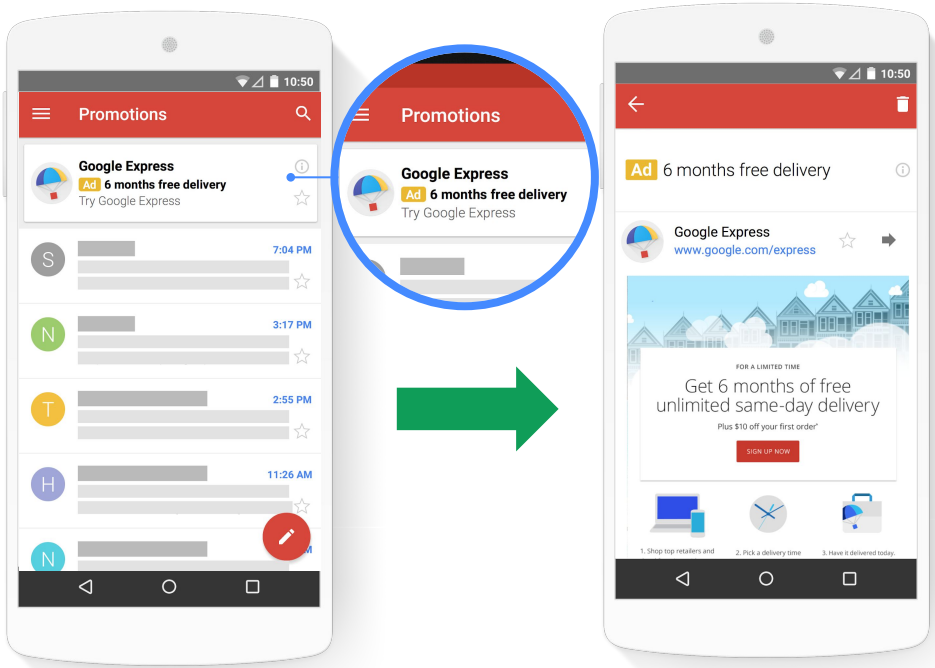
Reach existing customers or new prospects with prime placement in Gmail



- You are only charged when someone **chooses to engage** and clicks to open the email
- **Re-engage** existing customers or leads on Gmail by uploading your e-mail marketing lists into AdWords
- **Reach more of your best customers** with similar audiences automatically generated by Google based on your uploaded lists

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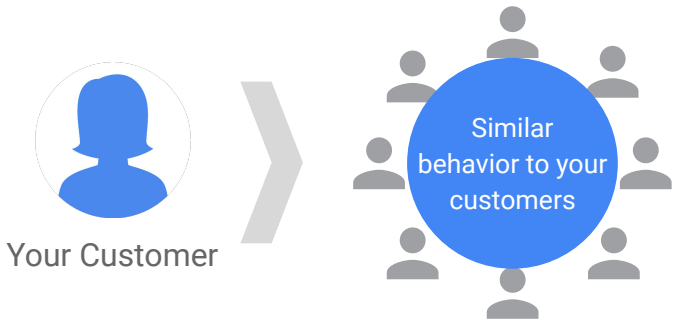
Audience Targeting Differentiators

Expand your audience targeting

Similar Audiences: Acquire customers who share similar characteristics to people on your remarketing lists



In-Market Audiences: find customers who are researching cars and actively considering buying

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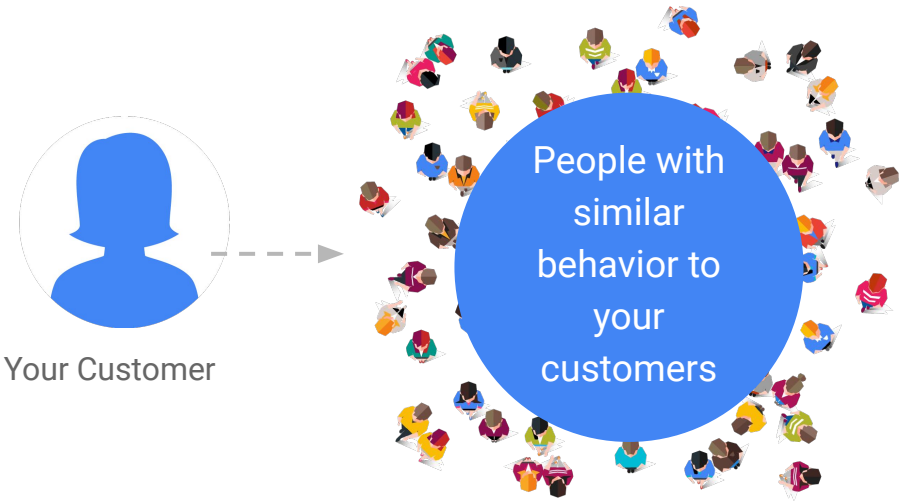
Google

Similar audiences: a closer look at prospecting new customers



- Find new customers that have similar browsing interests as your existing customer base
- Similar audience lists are created based on:
  - Your Remarketing Lists
  - Your Customer Match Lists
- Similar audience lists are generated automatically and updated in real time

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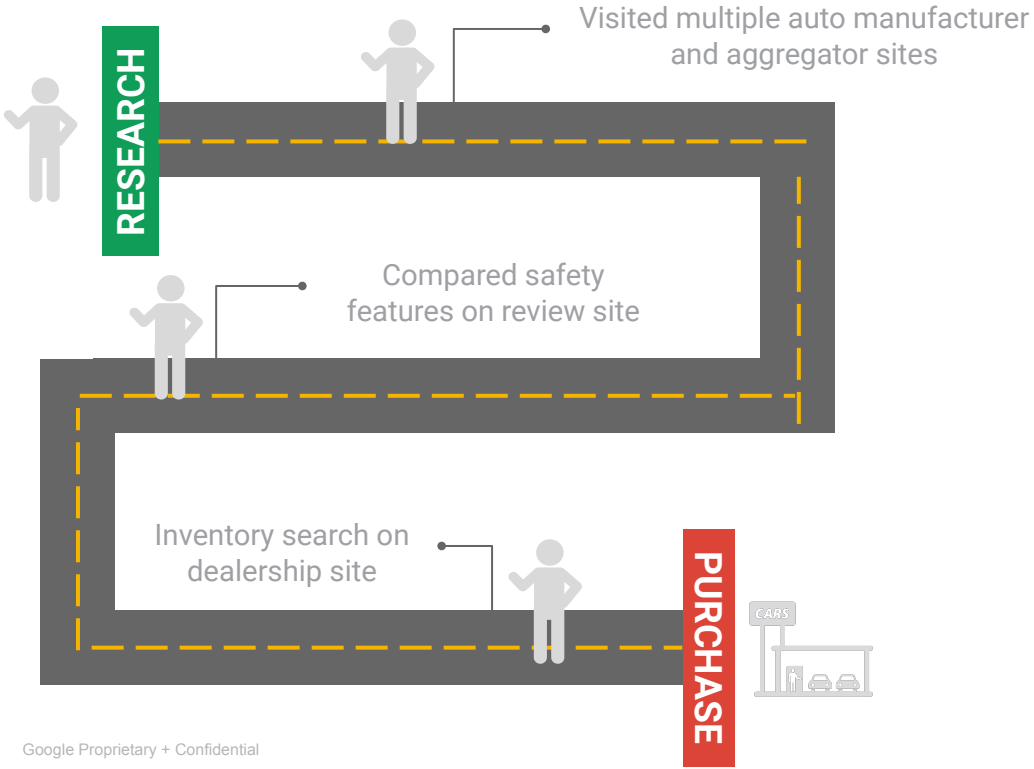
Audience Targeting Differentiators

In-Market audiences: a closer look at people who are actively researching cars



- Website type and page content
- Reach and frequency of visits
- Views, clicks and conversions on related ads

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Google

Proprietary + Confidential

Case Study

Fiat Chrysler Automobiles Drives 22% More Conversions With Similar Audiences for Search

> "Keywords provide the strongest signal for intent, but we've also found that layering audience data can result in stronger campaign performance. Similar audiences for search has helped us reach auto shoppers more efficiently while improving our ability to connect with them in critical moments throughout their purchase journeys."
>
> — Amy McNeil, Head of Digital Marketing, Fiat Chrysler Automobiles US

Goals

- Influence new car buyers to consider FCA brands
- Increase online conversions from new website visitors
- Improve efficiency across all search campaigns

Approach

- Enabled similar audiences for search campaigns
- Tailored ads and bids to specific audiences

Results

22% more conversions

14% lower cost-per-acquisition

11% increase in click-through rates

Google

Google. *Fiat Chrysler Automobiles Case Study.* Q3 2016. www.fcanorthamerica.com

Actions to take

Paid Search Differentiators

- ☐ **Used car campaigns:** Create search campaigns that cover “used” and “model year” terms. Prioritize the “ready-to-buy” moments
- ☐ **Fixed ops campaigns:** Create parts and service search campaigns related to the makes/models you sell.
- ☐ **Spanish campaigns:** Tap into new audiences by creating Spanish language search campaigns.

Display and Video Differentiators

- ☐ **Location Extensions:** Enable location extensions on your Display Network ads to drive foot traffic to your dealership.
- ☐ **Gmail ads:** Test Gmail ads to connect with customers through a more personal-feeling format.

Audience Targeting Differentiators

- ☐ **Similar Audiences** : Acquire new customers who share similar characteristics to people on your remarketing lists. This type of targeting is available for search, display and video campaigns.
- ☐ **In-Market Audiences:** Reach customers who are actively researching and in-market for a car. This type of targeting is the best way to expand your reach across display and video.

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FUTURE GROWTH

PAID SEARCH GROWTH

- ❑ Expand Keywords to include segment & conquest

AUTOMATION

- ❑ Automated bidding
- ❑ Dynamic Search Ads

MEASUREMENT GROWTH

- ❑ Store Visits
- ❑ Store Sales
- ❑ Attribution

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Expand your keywords, **beyond** the makes/models you sell, to reach customers when they're comparing multiple brands

85%

of shoppers considered more than one brand

3-4

different brands considered on average

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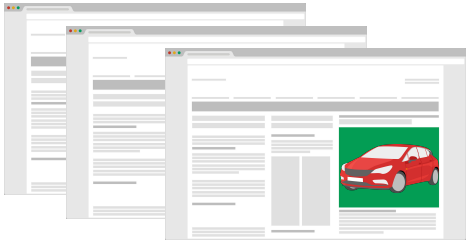
Automation

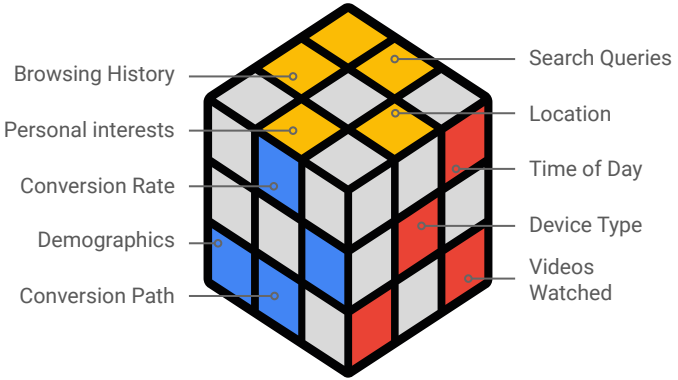
Marketing to car buyers isn't always easy

15%

of queries on google.com are new every day



Dealer's website content is large and inventory changes daily



Hundreds of signals to consider when targeting your ads

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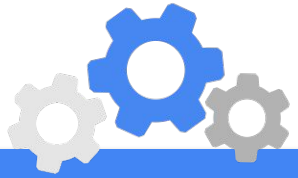
Google

Automation

Let Google's automation tools save you time and increase your efficiency



Automated Bidding

Google takes the heavy lifting and guesswork out of setting bids by automatically bidding to meet your performance goals.

AdWords Solution:

Smart Bidding + GDN

Automated Ad Creation

Google saves you time with dynamically generated ads that update automatically.

AdWords Solution:

Dynamic Search Ads

Automated Targeting

Google helps you reach your most valuable shoppers using your performance data to automatically target consumers likely to convert.

AdWords Solution:

Dynamic Search Ads

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Google

Automation

Work smarter, faster, and win more by testing automated bidding strategies

Enhanced CPC

Achieve more conversions while maintaining control of your max CPC bids

Maximize Conversions

Drive as many conversions as possible within your specified budget

Target CPA

Attain as many conversions as possible while maintaining your target CPA

Target ROAS

Get the highest conversion value possible at your target return on ad spend (ROAS)

Google

Automation

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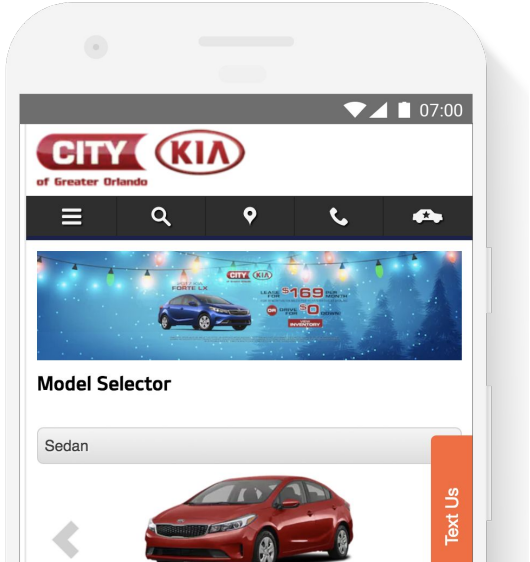
Case Study

TurnKey Marketing and City KIA use smart bidding to drive 35% increase in search conversions



Goals

Increase the volume and quality of visitors to website while optimizing media mix across channels

Approach

- Implement effective cost per click (ECPC) smart bidding strategy, optimizing consumer intent instead of at the keyword level.
- Use position-based attribution to attribute conversions across channels.

Results

35%
Increase in search conversions

9X
Increase in display conversions

122%
Increase in ad traffic to site

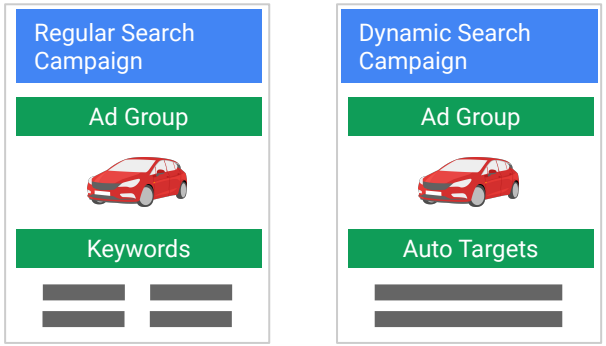
Google

Automation

New searches happen every day, use Dynamic Search Ads to automatically target new searches with relevant ads and landing pages

1

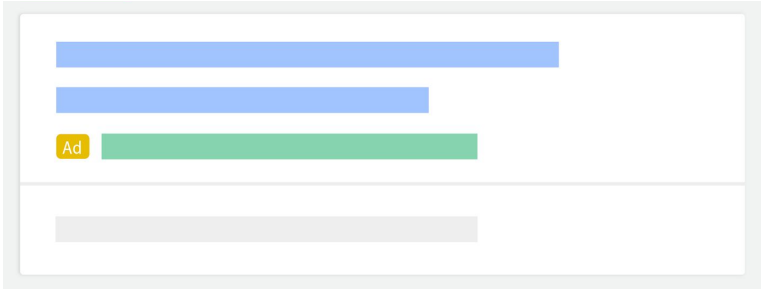
~~Keywords~~ ····▸ **Auto** Targets



Instead of selecting keywords for each ad group, you select one or multiple relevant Auto Targets per ad group that relates to a group of keywords.

2

~~Search Ads~~ ····▸ **Dynamic** Search Ads



You provide the Ad Description and Google automatically generates the Headline and most relevant Landing Page.

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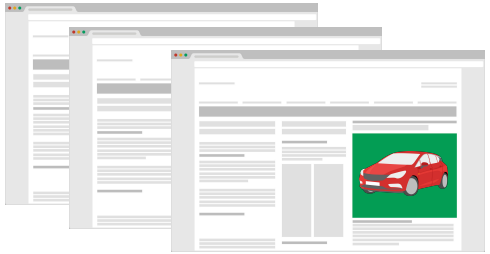
Google

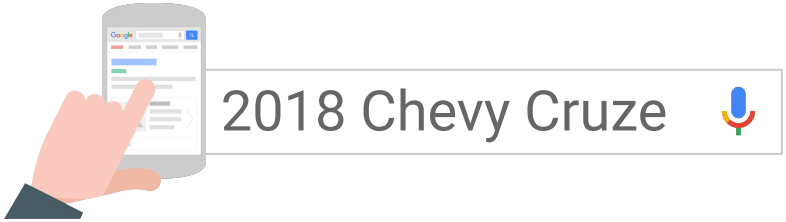
Automation

Dynamic Search Ads: how they works

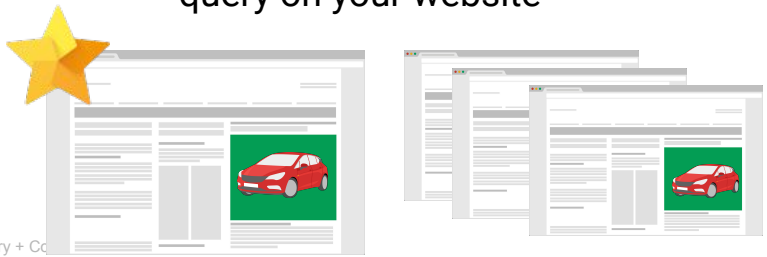
1 Specify pages of your website, daily budget and ad template



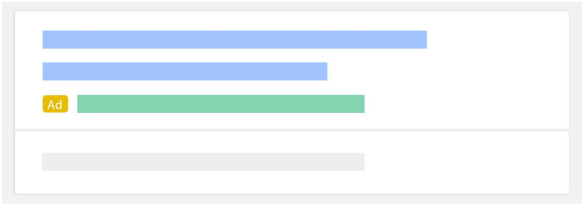
2 User types a query



3 If no exact keyword is eligible, Google finds the page that best matches the query on your website



4 Google dynamically generates an ad headline and destination URL



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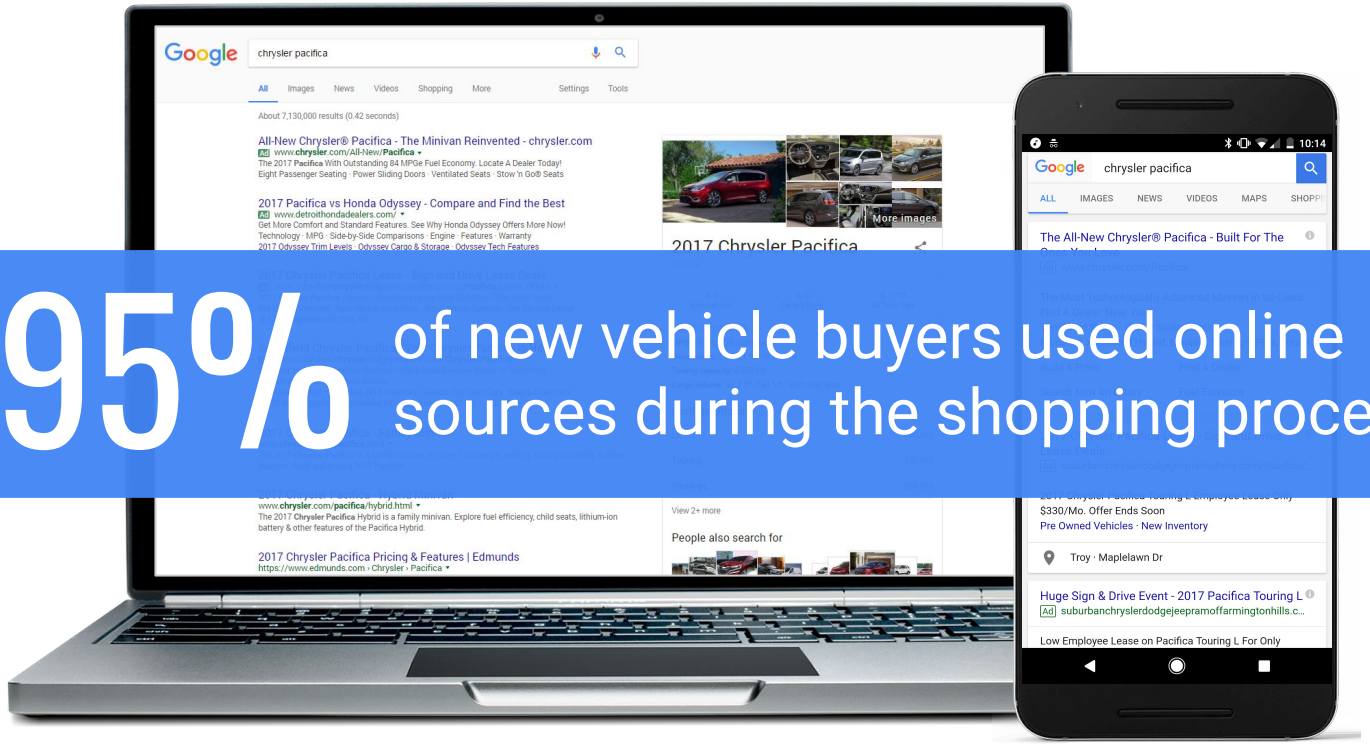
Google

Nearly all vehicle shoppers go online to find information



95% of new vehicle buyers used online sources during the shopping process

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Google/comScore, "Automotive Shopper Study", US, Jan. 2017 (n=3,165 consumers 18+ who purchased a vehicle in the past 3 months)

Measurement Growth

Better understand the value of your online marketing by measuring the offline impact

User Online

User at your Dealership

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Google

Two ways to connect AdWords activity to offline sales

Store Visits Reporting

Connects Google clicks to dealership foot traffic numbers

Store Sales

Connects Google clicks to dealership transactions

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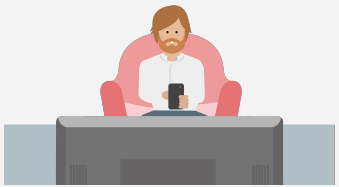
Store Visits: a closer look at how it works

1

User behavior

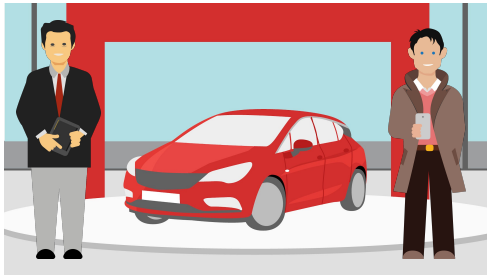


Signed-in and opted into location history

Clicks on an ad

2

Dealership

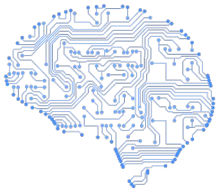


Visits Dealership

3

Ongoing data validation

(surveys) with 5M+ user panel



Extrapolated to the population **aggregated and anonymized**

# of Store Visits

Backend data

GPS, Wifi triangulation, Location history

Geometry, Wifi scanning (200M+ locations)

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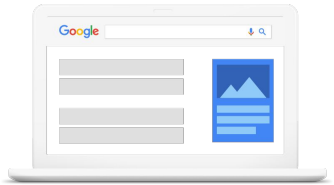
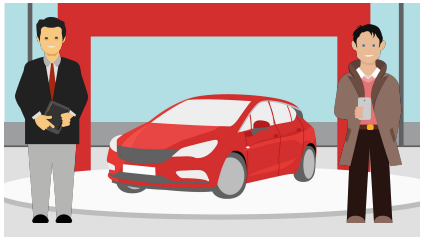
Store Sales: a closer look at how it works

1



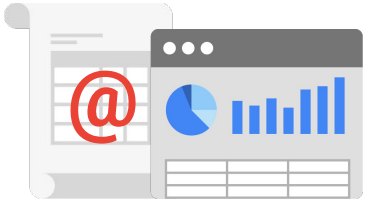
Logged-in Google user clicks on a Google Search ad

2



User visits dealership and provides email at purchase (through loyalty program or other)

3



Advertiser uploads hashed emails and purchase value via Google Partner Dashboard

4

Store Sales Direct matches Google logged-in user emails with point of sale advertiser data. The results will then be aggregated and extrapolated to represent an estimation of all clicks!

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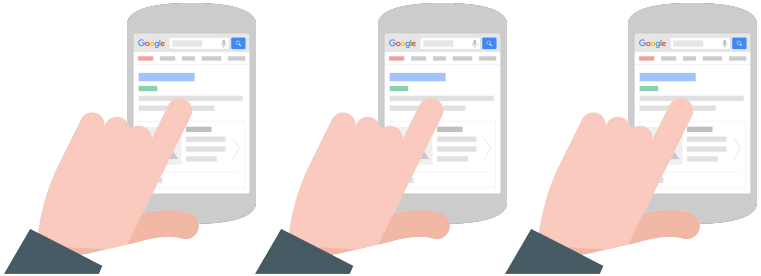
Shoppers rarely follow a linear path-to-purchase



90% of people switch between screens to complete tasks

66% of your conversions take place after multiple ad clicks

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Google

Increasingly complex conversion paths introduce three challenges in measurement

Challenge 1: *Crediting Across Keywords*

Challenge 2: *Crediting Across Devices*

Challenge 3: *Crediting Across Channels*

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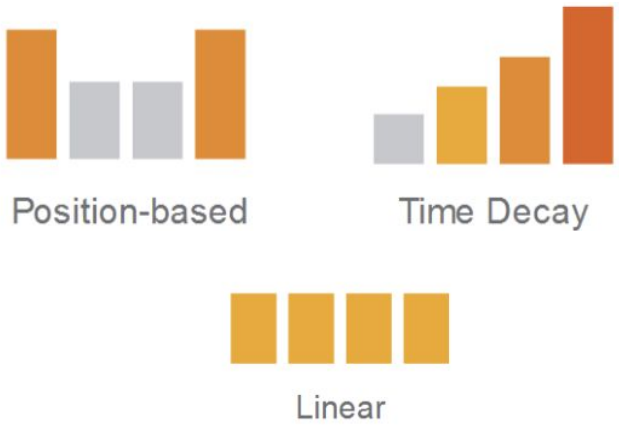
Move beyond last click attribution in AdWords by testing different attribution models



Linear: credit distributed equally across all keywords

Position-based: first and last clicked keywords each receive 40% of credit; 20% is distributed across all other keywords

Time Decay: recent clicks are valued higher than older clicks (using 7-day half-life)

Don't worry if you have the "perfect model", it's more important to give some credit all steps in the customer journey

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Future Growth

Actions to take

PAID SEARCH GROWTH

- ☐ **Segment & Conquest:** reach customers who research multiple brands, by expanding your keywords beyond the makes/models you sell.

AUTOMATION

- ☐ **Automated Bidding:** let Google's tools do the work for you and help you run more effective campaigns using automated bidding strategies.
- ☐ **Dynamic Search Ads:** use Dynamic Search Ads to automatically target new searches with relevant ads and landing pages.

MEASUREMENT GROWTH

- ☐ **Store Visits:** use Store Visits to see how many people visited your dealership after clicking on your ads.
- ☐ **Store Sales:** use Store Sales to calculate the value of offline sales that are driven by your online ads.
- ☐ **Attribution:** move beyond last click attribution models to better understand your customers and drive more sales.

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