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INTRODUCTION

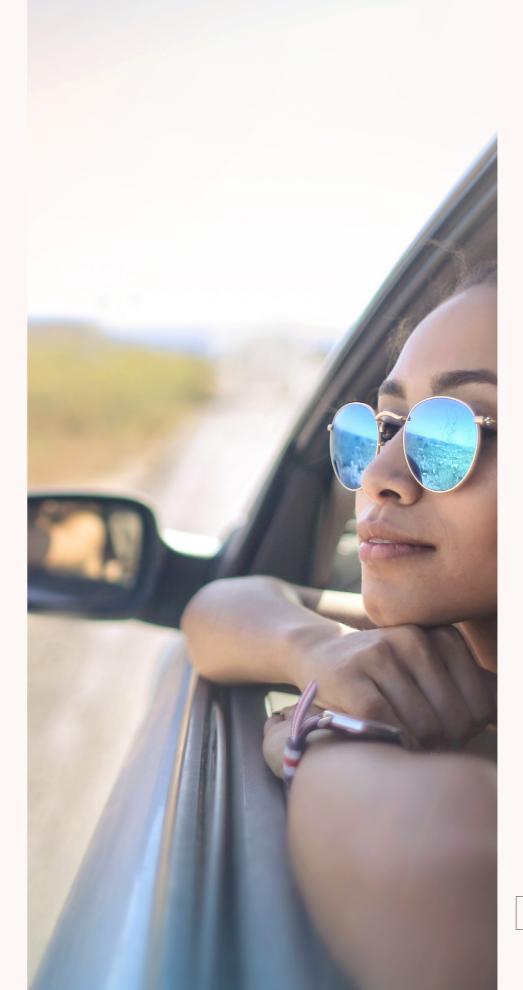
There's never been a better time for auto advertisers to get into online marketing.

With more than 17 million vehicles¹ sold annually in the US alone, this industry makes a huge contribution to the global economy. Worldwide car sales figures are expected to reach 79 million² by the end of 2019.

But although consumers don't buy cars online, online marketing is central to the car purchase journey. Indeed 86% of consumers³ conduct online research before visiting a showroom.

Similar to other online purchases, they'll be searching for information, getting recommendations from friends and influencers, and investigating and consuming branded content.

It's a great opportunity to help them discover your brand, especially through mobile discovery campaigns. These can help consumers make the shift from awareness to active consideration.

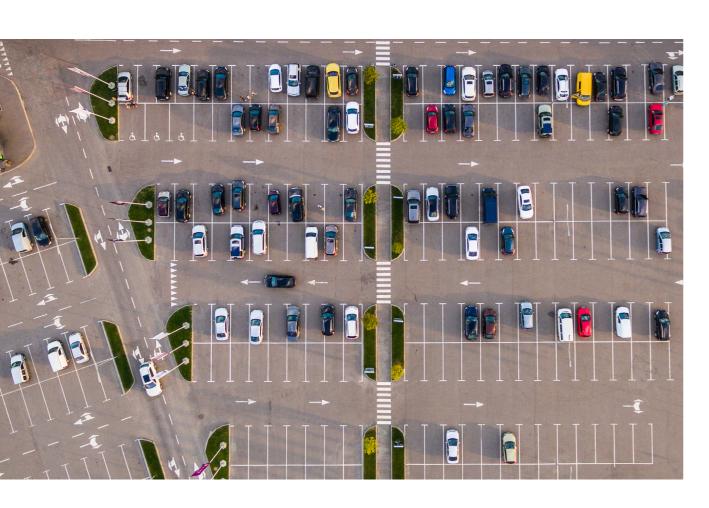


¹ https://www.automobilemag.com/news/year-auto-sales-facts-figures-bestsellers-2018/

² https://www.statista.com/statistics/200002/international-car-sales-since-1990/

 $^{^3\} https://geomarketing.com/86-percent-of-car-shoppers-do-research-online-before-visiting-a-dealership$

AUTO ADVERTISING TODAY



For consumers, the search for the perfect car can be a long, complex process. On average, people change their car every seven years⁴, and there's a lot to consider before they do.

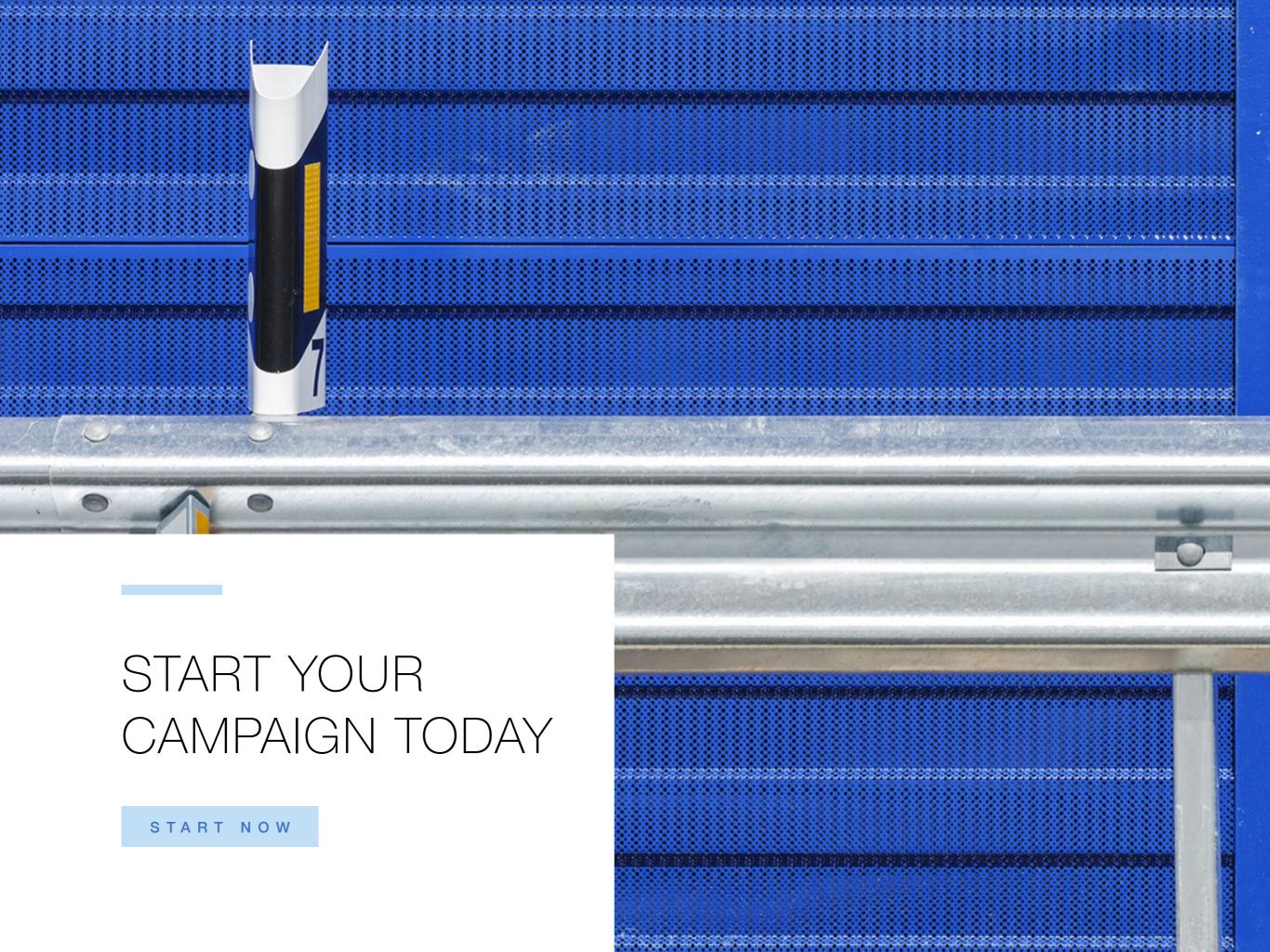
While some start out knowing the brands that interest them, they may still change their minds if you get information to them at the right time. You also have to do it the right way, as buying a car is not simply a logical, financial decision—emotions come into play too.

These days, there are many more channels where you can reach potential buyers. Indeed, many younger car buyers rely mainly on digital channels for their primary information.

To succeed in this environment, you need an enticing digital media mix and a strong, creative strategy. You're likely already using search and social ads to target auto buyers.

But if you want to build the brand awareness that's crucial to making sales, you need discovery. It's the best way to help people who know nothing about your brand connect with you, and to provide new information for those who are just getting to know you. Building that awareness is also a crucial component of making sales.

In this report, we'll guide you through data-driven insights to help you build a successful discovery campaign for your auto brand.



WE'LL COVER...

Specific insights underlying the most successful discovery campaigns in the auto industry.

We've shared multiple targeting recommendations for your campaigns—from seasons to days of the week, and more.

Beyond the industry benchmarks, we've identified the most promising online opportunities for your brand that help you best match content demand with supply to drive success.

In this content, we represent demand as a click-through-rate (CTR), as it's clear that anyone who clicks on a piece of content wants to see it. And we represent supply as the spend that marketers allocate towards promoting content on our network. When the demand is high and supply is low, we consider this as an opportunity.

The data in this report is based on campaign data from advertisers across the auto industry, including those focusing on mobile campaigns. This includes **21,946,623,404 impressions and 24,422,263 clicks.**

READ ON TO DISCOVER DATA-DRIVEN INSIGHTS BEHIND:

- The key audiences to target, optimize, and test
- The content types where there's the greatest opportunity to increase your audience
- The best time of day, week,
 and year to connect with
 your audiences
- The countries and devices
 that offer the best chance for
 campaign successful campaigns
- The KPIs your competitors are targeting, and how to measure and A/B test them effectively.

WHO SHOULD YOU TARGET?

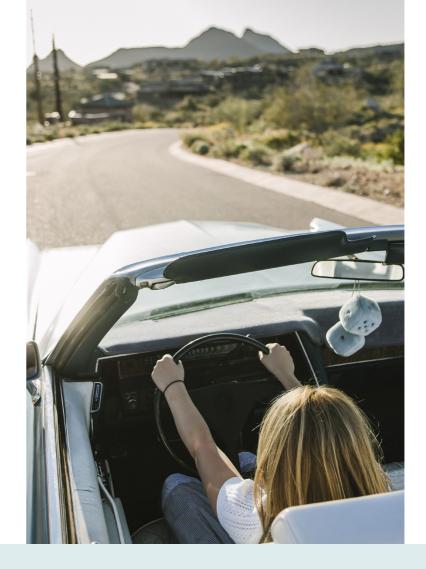
THE RIGHT WAY
TO USE AUDIENCE
SEGMENTS AND DATA



HOW TO FIND YOUR PERFECT AUDIENCE

Marketers are usually pretty sure they know who they're marketing to. But some of that can be based on a gut feeling, which isn't as accurate as you need it to be.

The only way to be sure about your audience is to pay attention to the data. When you run campaigns and see who responds and how, that's just the information you need to further improve campaign content and targeting.



HERE'S HOW WE RECOMMEND YOU ORGANIZE TARGETING FOR A ONE-MONTH CAMPAIGN:

WEEK 1

At the start, we often recommend not using targeting at all—or keeping it wide. It's the best way to get an unbiased view of who's responding to your campaign.

WEEK 2

Check your campaign data at the end of the first week, and identify the gender, location, and interests of those who responded. Use this data from your initial results to identify and test audience segments.

WEEK 3

How is your creative performing with each audience segment? Now's the time to tweak headlines, images and videos and to A/B test different combinations until you get the right creative for each audience.

WEEK 4

Analyze your results to date. Were there any surprises? Use this information to help you create and test new audience segments so you can extend your reach for future campaigns.

DO IT AGAIN

Rinse and repeat..

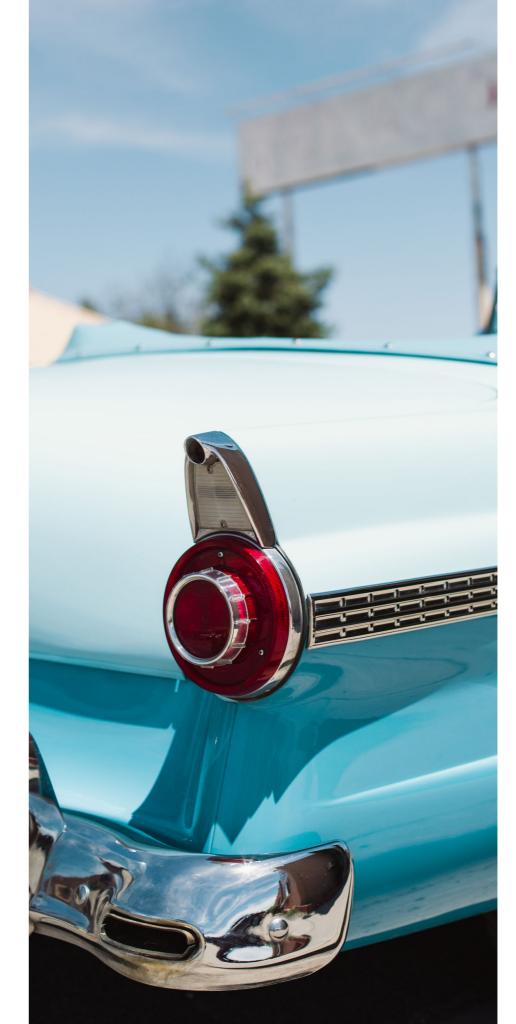
USING DATA FOR SUCCESS

As well as our own data based on millions of campaigns, our data marketplace includes stats from leading data-providers.

Try testing some of these segments in your next campaign:

- Interest > Automotive > Cars
- Interest > Automotive > Automotive Engagers
- Interest > Automotive > Motorcycles
- Behavior > Shopping > Automotive Deal Seekers

And more!



WHAT

CONTENT SHOULD YOU DISTRIBUTE?

HOW TO CHOOSE BETWEEN ARTICLES, PRODUCT PAGES, VIDEO AND MORE



HIGH OPPORTUNITY POST-CLICK CONTENT TYPES

Video landing pages are known to perform well for auto industry marketers, improving brand awareness and earning a high click through rate. However, another effective option is to promote text content such as branded or sponsored articles. While marketers are investing in text campaigns, consider promoting product photo galleries for a high CTR.

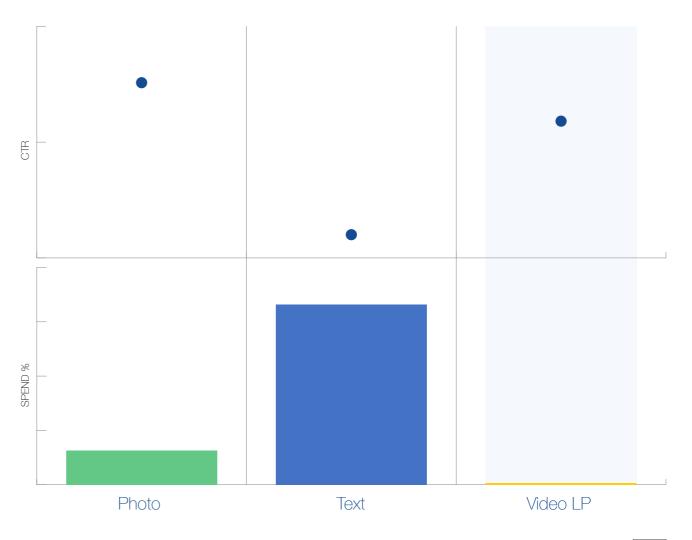


TIP

Test videos on your landing pages for your next auto campaign.

Discovery Content Type Performance for the Auto Vertical Worldwide, 2019

Supply⁵ of Auto Content vs. Consumer Demand⁶ by Content Type, 2019



⁵ Supply is indicated by the percentage a market spends on Auto content

⁶ Consumer demand is indicated by the average calibrated CTR for Auto content

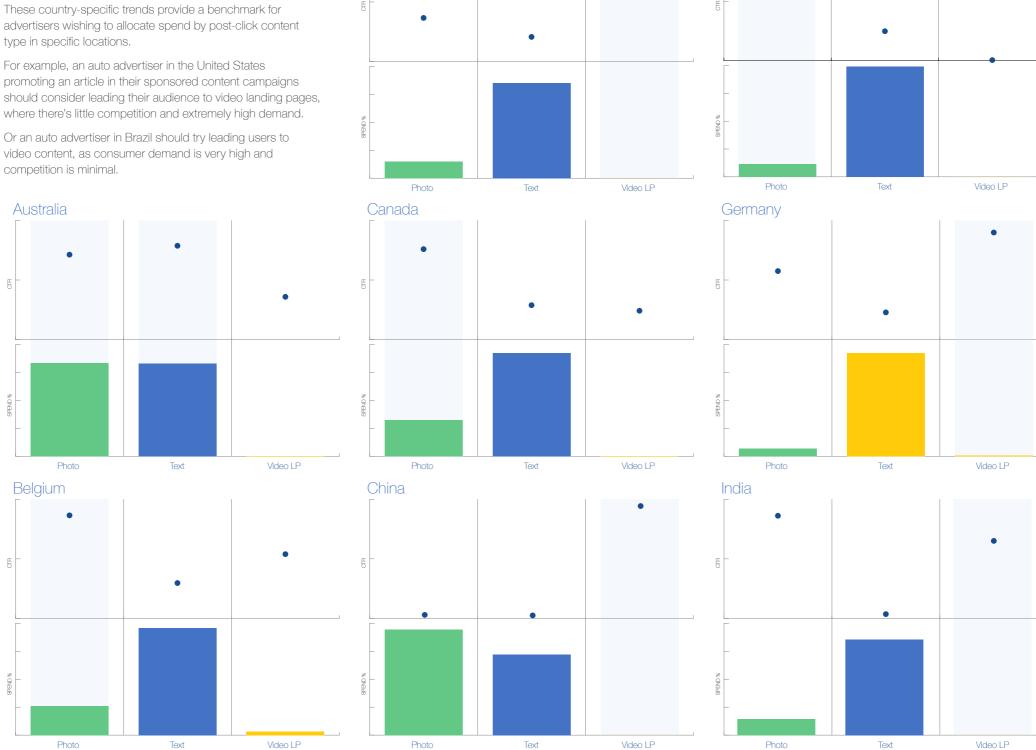
HIGH OPPORTUNITY POST-CLICK CONTENT TYPES, BY COUNTRY

Brazil

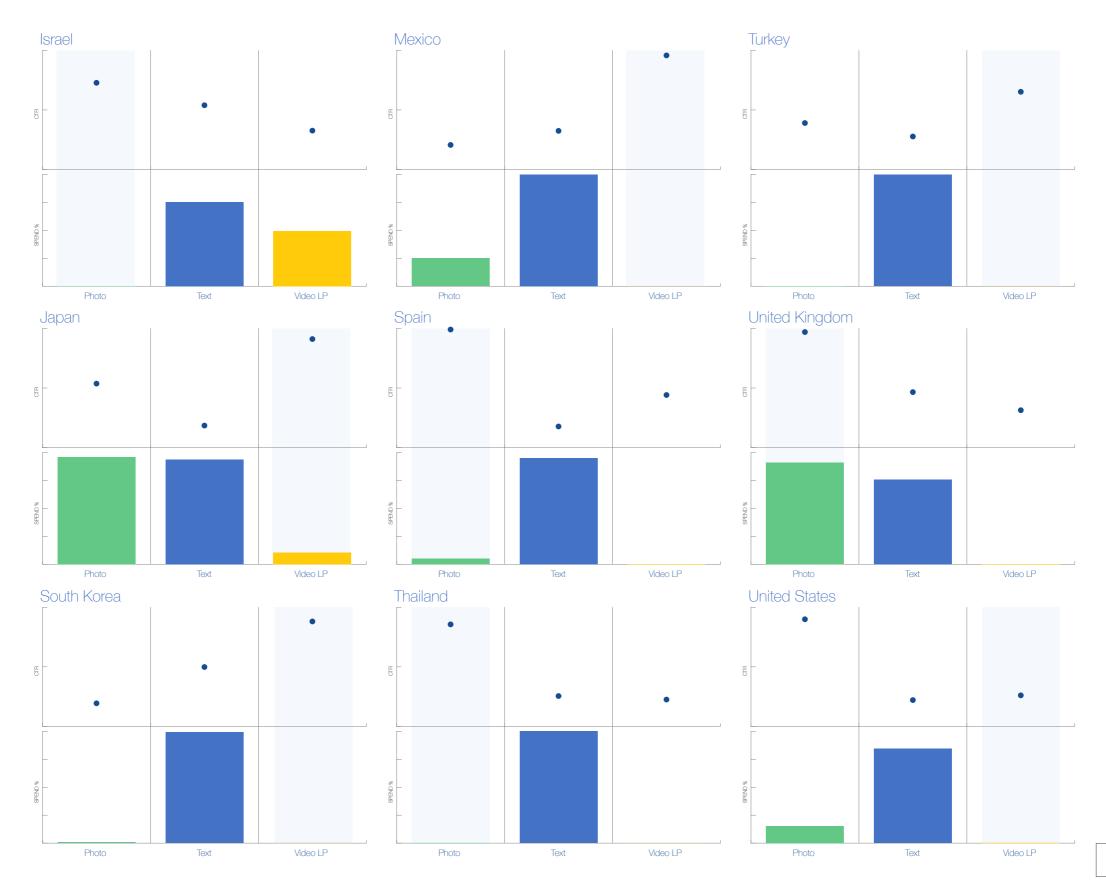
advertisers wishing to allocate spend by post-click content type in specific locations.

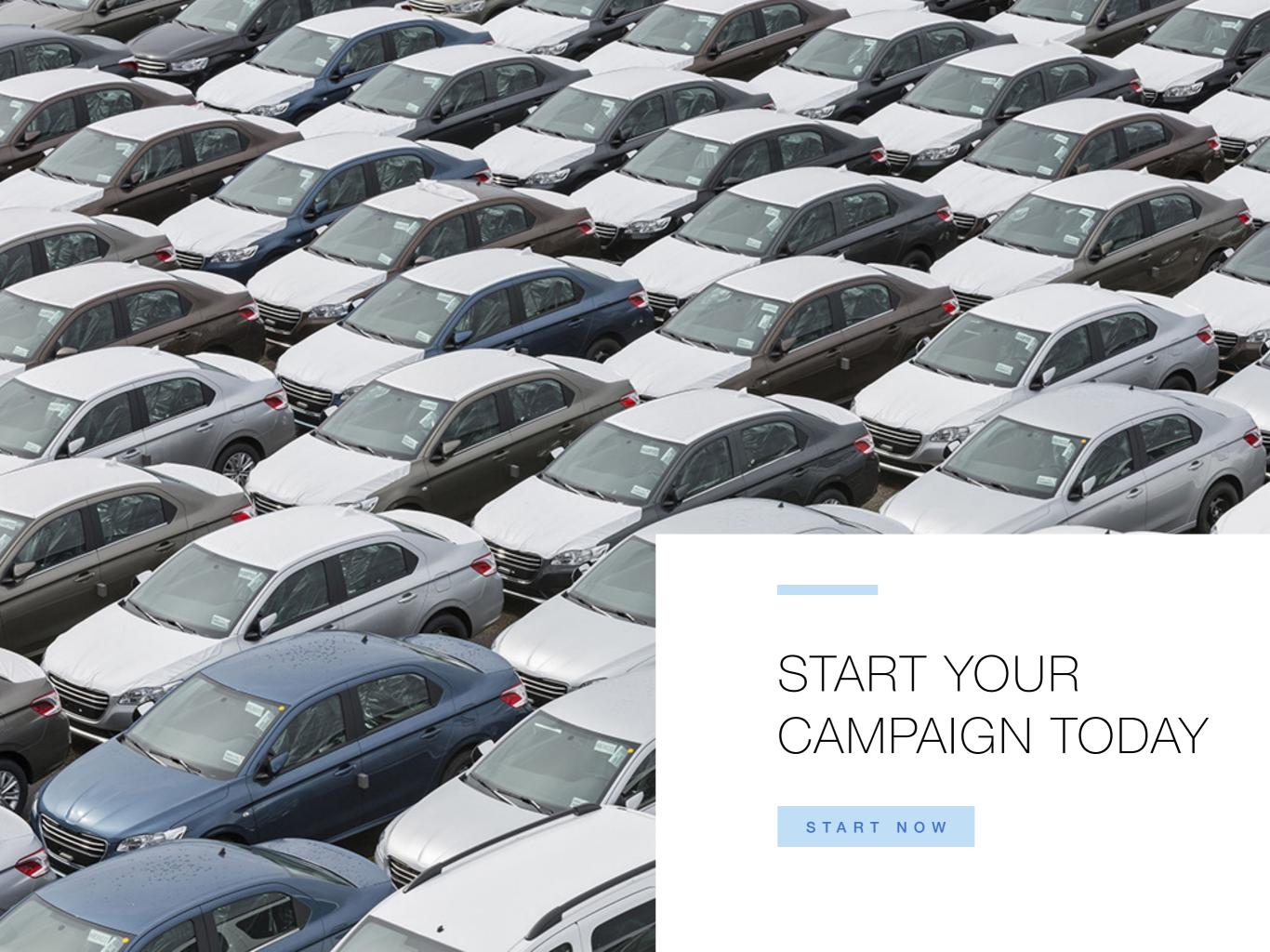
For example, an auto advertiser in the United States promoting an article in their sponsored content campaigns

video content, as consumer demand is very high and



France





VIDEO ADS: DATA-DRIVEN INSIGHTS BEHIND WHAT MAKES A GOOD ONE



LESS THAN 30 SECONDS

Our recommended video length.

Short and sweet is always best.

OPTIMIZE FOR SOUND OFF

Many consumers prefer to keep video volume muted, either because they're in public or don't have headphones.

THREE

We recommend this as the perfect number of video creatives to test for optimization.

LOGO

To build brand awareness, always keep your logo on-screen.

END CARD

Give your viewers something to do at the end of your video creative. Use an end card to lead them to additional content or your website.

As well as these general best practices, including certain types of content, like people, actors having fun, mountains, anything sports related and the colors black and white make it more likely that consumers will complete your video.

These video characteristics drive both high viewability and completion rates.

Video Characteristics by Viewability and Completion Rate for the Auto Vertical Worldwide, 2019

Month over Month Supply of Content vs. Consumer Demand, 2019





TIP

Consider testing black & white videos versus color for your next campaign.

SPONSORED CONTENT: CAPTURE ATTENTION WHEN PROMOTING ARTICLES AND PHOTO GALLERIES

WORLDWIDE TRENDS: IMAGE PERFORMANCE

The performance of a discovery campaign often depends on the images auto advertisers select their creatives. According to data from Taboola Trends, here are the types of images that increase CTR and conversion rates (CVR)⁷ the most.

CVR IMPACT FOR AUTO IMAGES TARGETING PURCHASES







CVR IMPACT FOR AUTO IMAGES TARGETING LEAD GENERATION





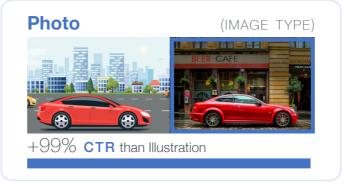




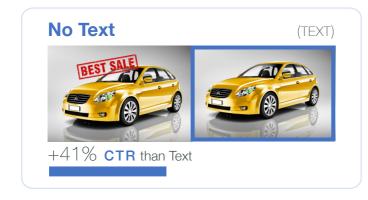
⁷ Benchmark CVR is calculated from campaigns optimizing for purchases and lead generation.

CTR IMPACT FOR AUTO IMAGES







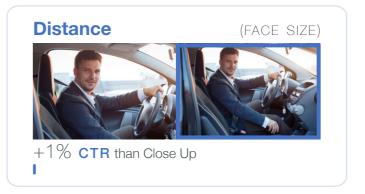












SPONSORED CONTENT: BE UP-FRONT ABOUT WHAT YOU'RE SELLING

WORLDWIDE TRENDS: KEYWORD PERFORMANCE

For native advertisers, headlines are a crucial factor in discovery campaign success. The chart below shows performance data for the most popular auto industry keywords around the world.

CTR IMPACT FOR AUTO KEYWORDS

Strong Engagement Keywords (Keywords with high demand)			
From	+117% CTR		
Muscle	+85% CTR		
Worst	+84% CTR		
Ever	+80% CTR		
Last	+76% CTR		
Made	+76% CTR		
Cars	+74% CTR		
Buys	+73% CTR		
Engine	+69% CTR		
Worthless	+68% CTR		

Strong Competition Keywords (Keywords with low demand)		
Insurance	-66% CTR	
Cheap	-59% CTR	
Deals	-52% CTR	
Check	-50% CTR	
Today	-46% CTR	
People	-44% CTR	
And	-43% CTR	
Know	-40% CTR	
Get	-40% CTR	
Why	-39% CTR	

Opportunity Keywords (Keywords with low supply and high demand)			
Strong	+43% CTR		
Built	+43% CTR		
Scooty	+42% CTR		
Jet	+42% CTR		
Owner	+42% CTR		
Whole	+42% CTR		
Quickly	+41% CTR		
Seeing	+27% CTR		
From	+41% CTR		
Name	+41% CTR		

WHEN

IS THE BEST
TIME TO
REACH YOUR
AUDIENCE?

TIME OF YEAR,
WEEK AND DAY
WITH THE HIGHEST
OPPORTUNITY



HIGH OPPORTUNITY TIME OF YEAR

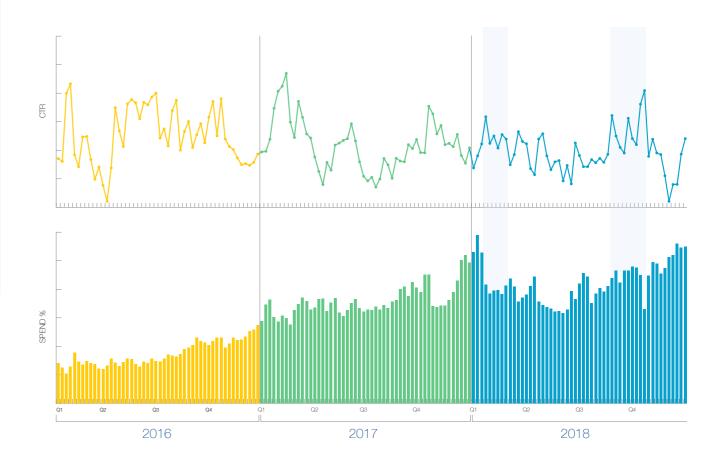
Demand for auto peaks at the start of Q4, when supply dips, making this the time of year with the best opportunity for auto marketers to run successful campaigns. This pattern continues into the start of the new year, so continue to run campaigns during that time period.



TIP

Raise your budget over the holidays, and continue your ad spend as the new year starts.

Discovery Market Opportunity by Time of Year for the Auto Vertical Worldwide Month over Month Supply⁸ of Auto Content vs. Consumer Demand⁹



⁸ Supply is indicated by the percentage a market spends on auto content

⁹ Consumer demand is indicated by the average calibrated CTR for auto content

HIGH OPPORTUNITY DAY OF THE WEEK

Consumers retain interest in auto content throughout the week, but the opportunity for marketers is highest on Sundays.



TIP

Test auto campaigns on Sundays when demand is high and supply is relatively low.

Day of Week Performance for the Auto Vertical Worldwide, 2019 Supply¹⁰ of Auto Content vs. Consumer Demand¹¹ by Day of Week, 2019



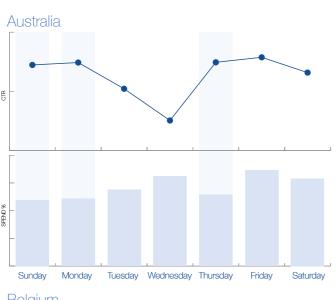
¹⁰ Supply is indicated by the percentage a market spends on auto content

¹¹ Consumer demand is indicated by the average calibrated CTR for auto content

HIGH OPPORTUNITY DAY OF THE WEEK, BY COUNTRY

In many markets, the weekend period represents the highest opportunity for auto marketers. However, the best day to run campaigns varies considerably.

In many markets, including the United States, that day is Sunday. However, in Israel, India, and Spain there's a higher opportunity for success when you run campaigns on Saturdays.





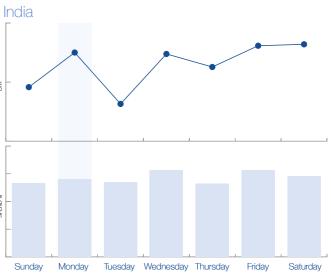


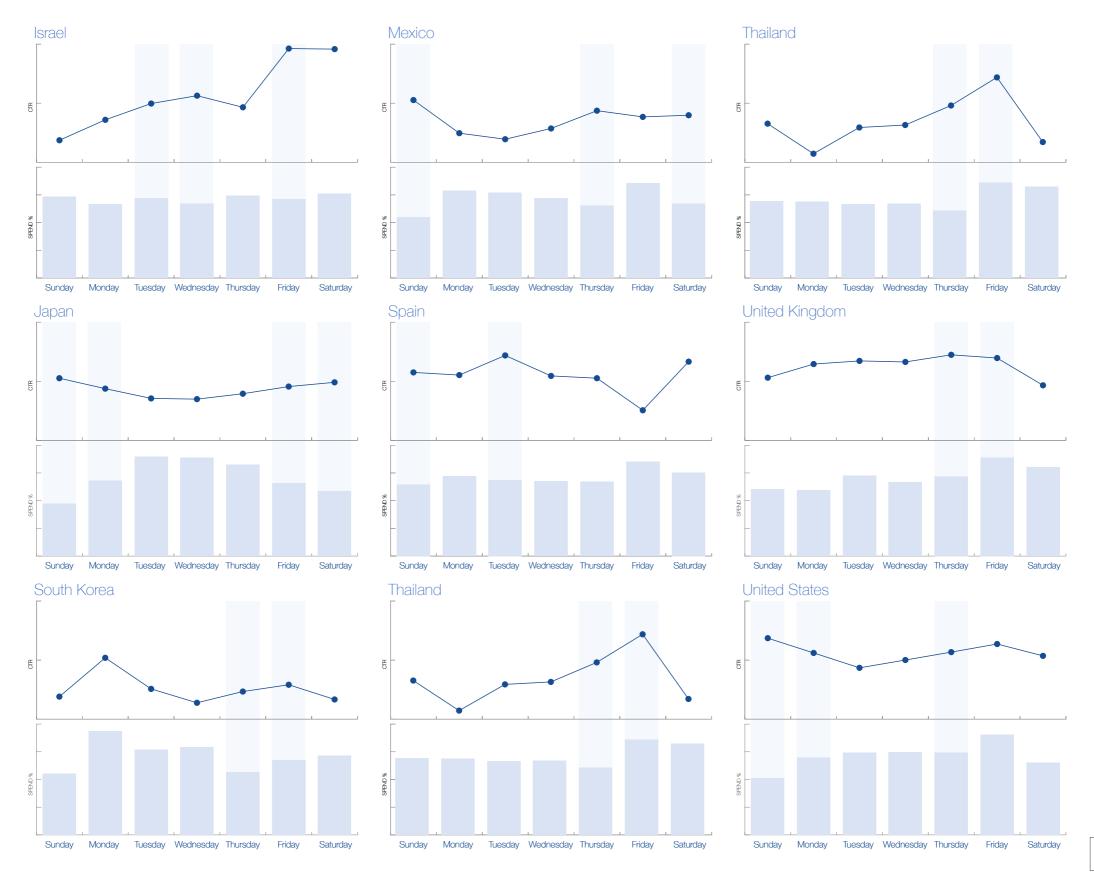














HIGH OPPORTUNITY TIME OF THE DAY

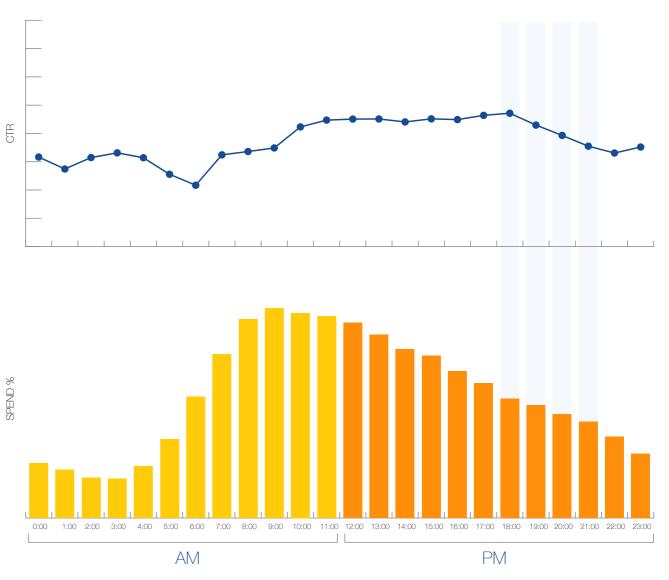
With auto shoppers doing most of their browsing on weekends, it's no surprise that demand is highest during the afternoon, peaking at 6pm. But there's an opportunity for marketers to benefit from late night browsers, when there's low competition and relatively consistent demand.



TIP

Test additional campaigns in the evening hours to take advantage of the high demand and low supply.

Time of Day Performance for the Auto Vertical Worldwide, 2019 Supply 12 of Auto Content vs. Consumer Demand 13 by Time of Day, 2019



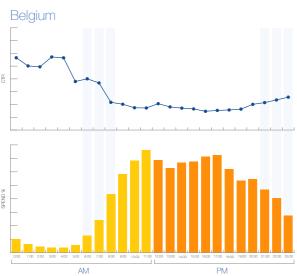
¹² Supply is indicated by the percentage a market spends on auto content

¹³ Consumer demand is indicated by the average calibrated CTR for auto content

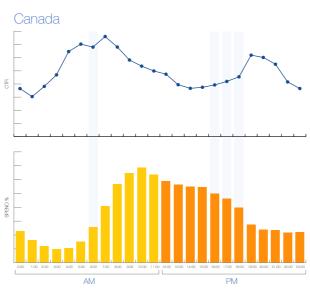
HIGH OPPORTUNITY TIME OF THE DAY, BY COUNTRY

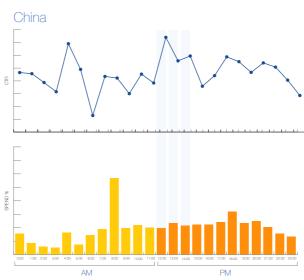
Various countries see more engagement with fashion and beauty content during work hours, and some before and after work. Either way, take into consideration the gap between the demand for fashion and beauty content and the supply to identify the times of day with highest potential by region.



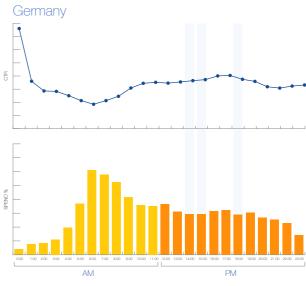




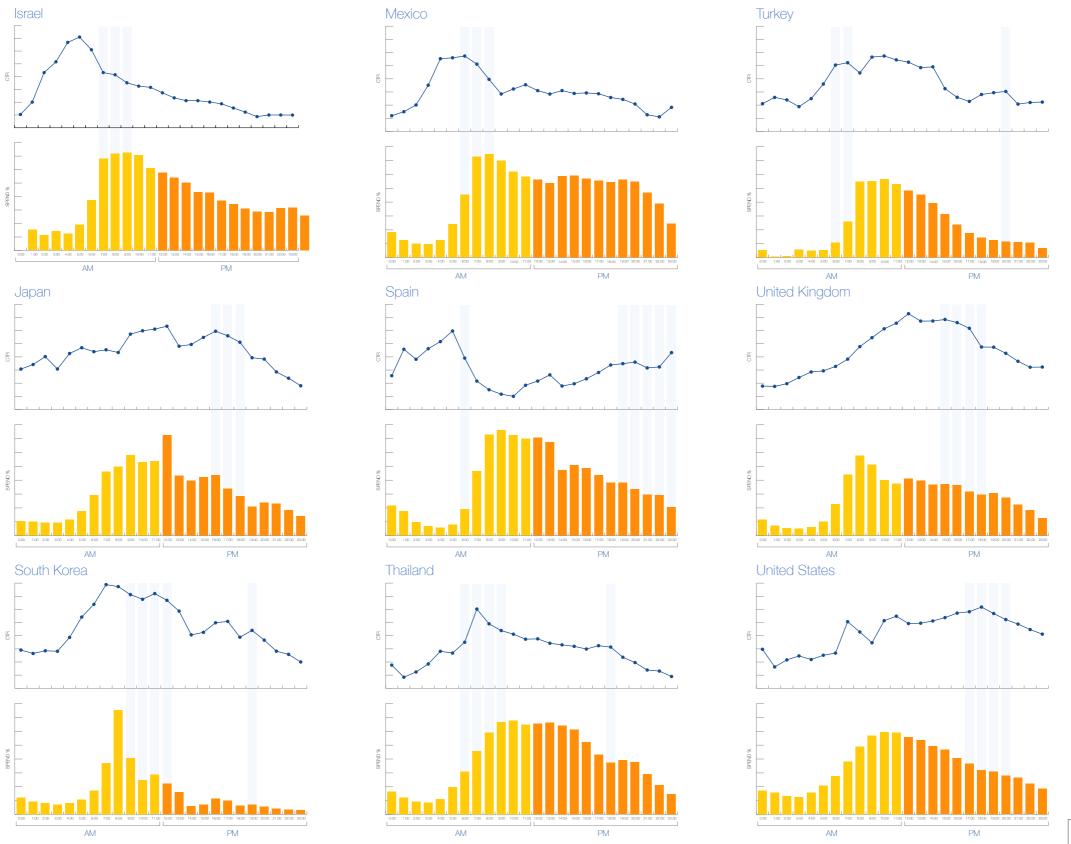












WHERE IS YOUR AUDIENCE?

TARGETING BY DEVICE, COUNTRY AND SITE



HIGH OPPORTUNITY DEVICES

Supply of auto content is highest on desktop devices compared with mobile and tablet devices, but because of high demand, tablet campaigns show a high opportunity.

BENCHMARK CTR

0.111%

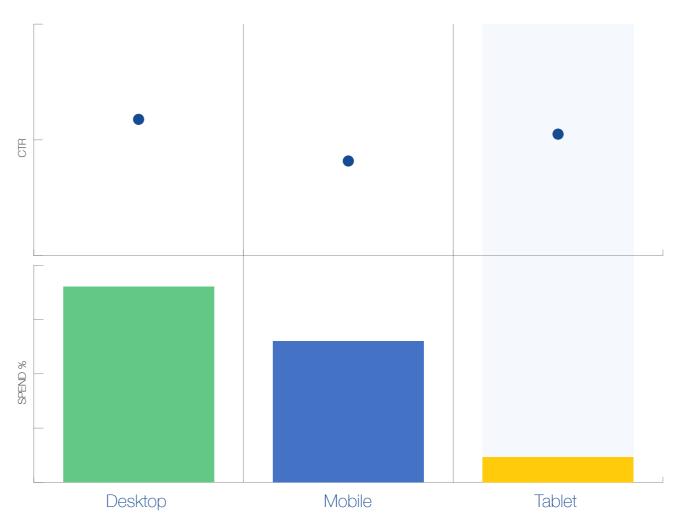


TIP

Consider an additional campaign targeting tablet devices.

Device Performance for the Auto Vertical Worldwide, 2019

Supply¹⁴ of Auto Content vs. Consumer Demand¹⁵ by Device, 2019

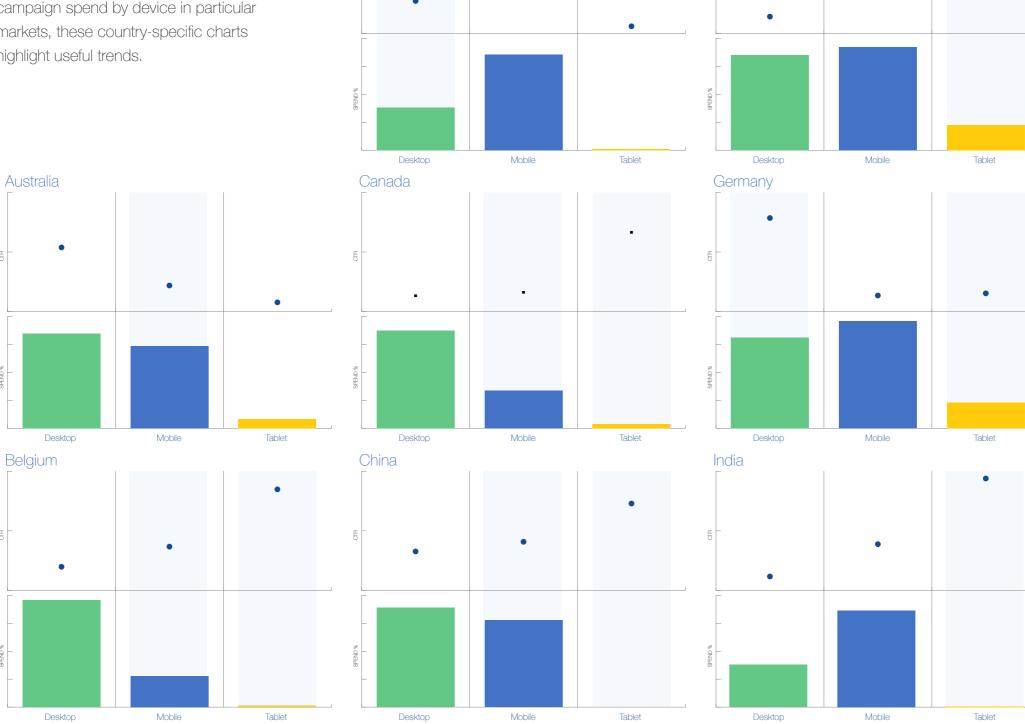


¹⁴ Supply is indicated by the percentage a market spends on auto content

¹⁵ Consumer demand is indicated by the average calibrated CTR for auto content

HIGH OPPORTUNITY DEVICES, BY COUNTRY

For auto advertisers wishing to allocate campaign spend by device in particular markets, these country-specific charts highlight useful trends.



France

Brazil



TARGETING BY SITE: HOW TO FIND YOUR NICHE

Marketers often think that their native ads will be more successful if they are closely related to - and even fit in with - the content. But that's not always the case.

As we recommended with audience targeting, the best approach is to go wide, see where you achieve the best performance for your campaigns, and tweak and optimize based on those results.

HERE'S OUR RECOMMENDATION FOR ORGANIZING TARGETING BY SITE FOR A ONE-MONTH CAMPAIGN:

WEEK 1

At the start, go for wide targeting for best results. If there are sites you need to exclude, you can use black lists for brand safety.

WEEK 2

Check your campaign results to see where your ads performed best. Did anything surprise you?
Use these initial results to guide your selection of new sites to test.

WEEK 3

Now's the time to check how your creatives are performing. Are your headlines, photos, and videos delivering consistent performance on each site? Use A/B testing to find the right combinations for each campaign and site.

WEEK 4

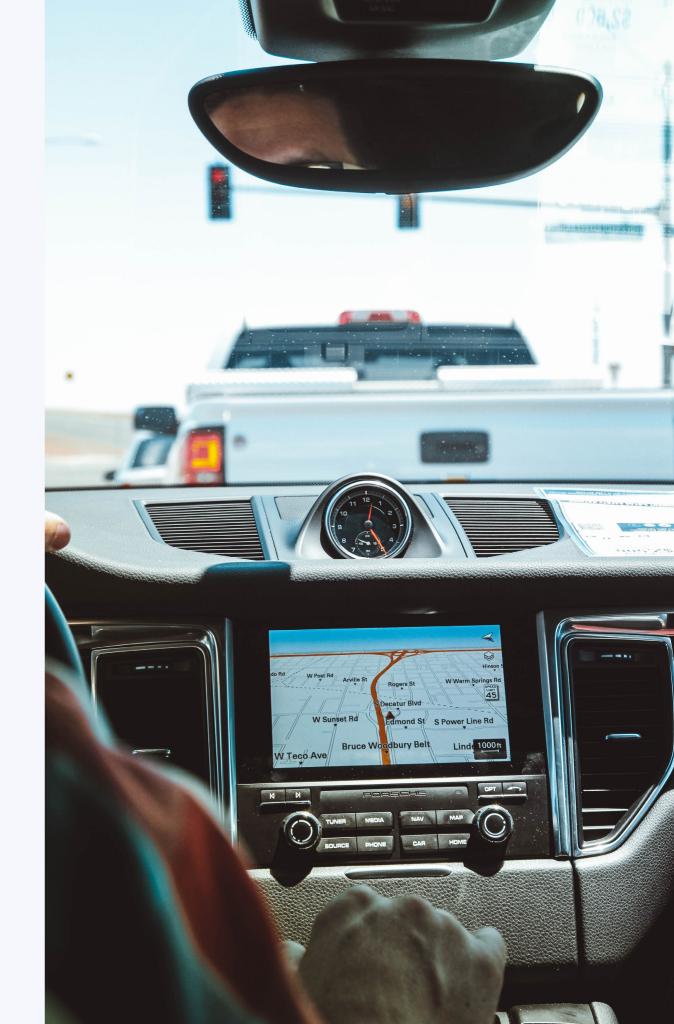
Look at overall performance over the month, and see what confirmed or refuted your original assumptions. Use this data to test new sites and expand your reach.

DO IT AGAIN

Rinse and repeat..

HOW DO YOU MEASURE?

HERE'S WHAT THE COMPETITION IS TRACKING



COMMON KPIs

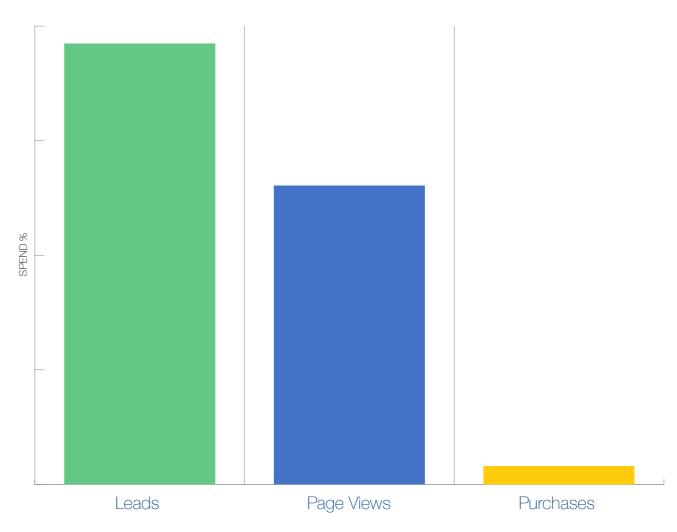
Auto marketers have varying goals or key performance indicators (KPIs) for their discovery campaigns. They generally focus on top of the funnel and middle of the funnel campaigns, prioritizing page views and leads. Few marketers set goals for purchases.



TIP

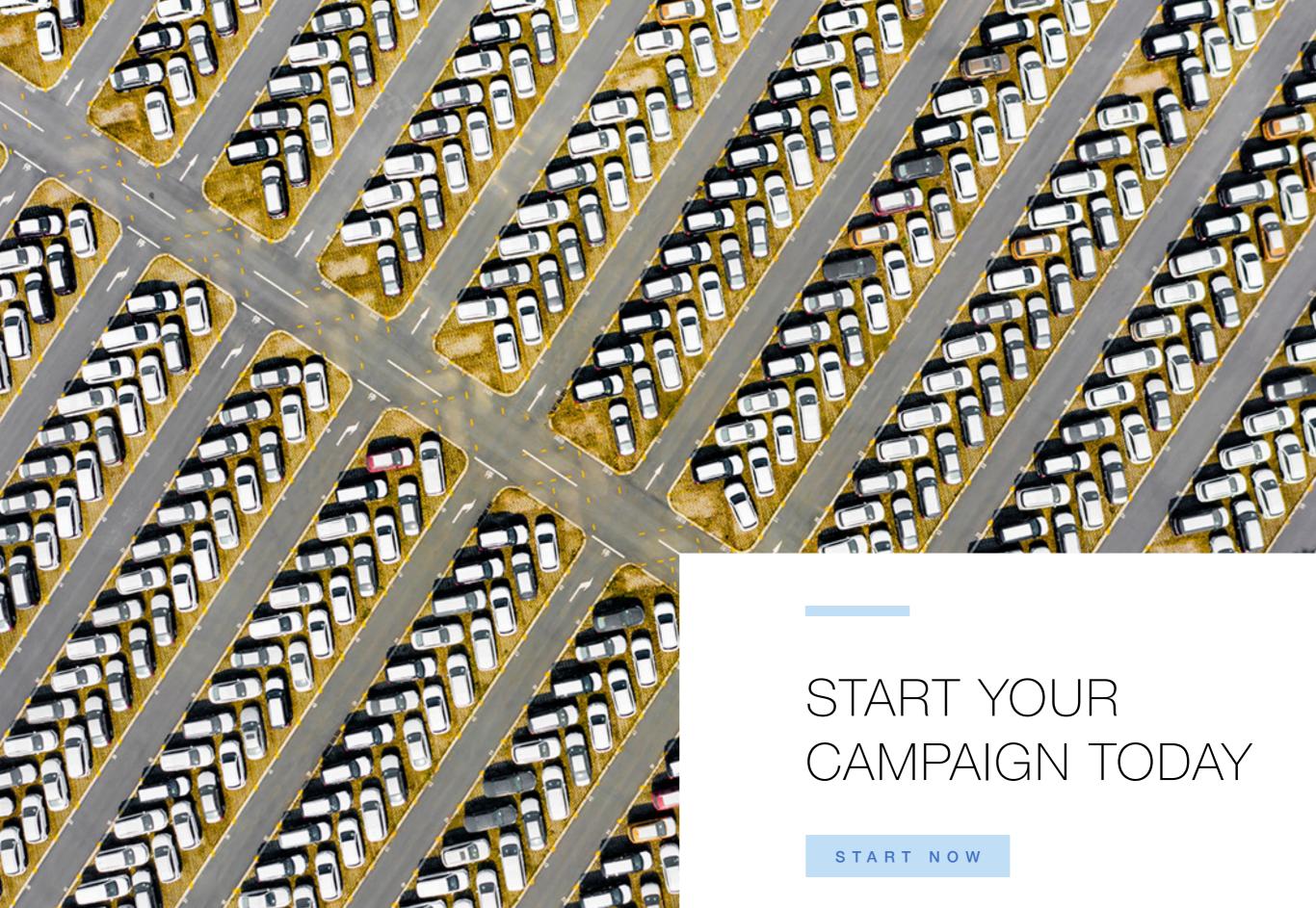
Consider focusing on the upper funnel or mid funnel.

Most Used KPI for the Auto Vertical Worldwide, 2019 Supply¹⁶ of Auto Content vs. Consumer Demand¹⁷ by KPI, 2019



¹⁶ Supply is indicated by the percentage a market spends on auto content

¹⁷ Consumer demand is indicated by the average calibrated CTR for auto content



TO SUM IT UP...

We've covered the who, what, when, where and how of auto discovery campaigns, and where you can find opportunities for success. Here are five takeaways:

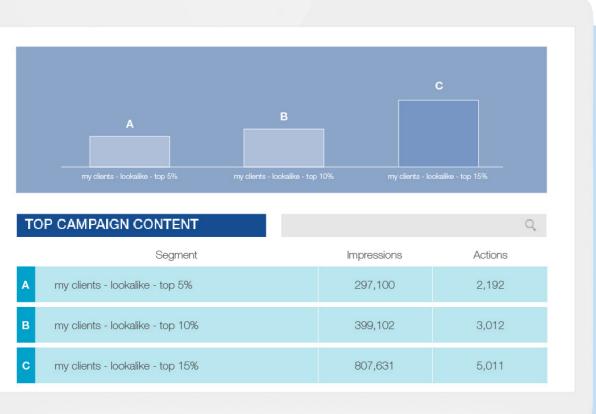


HERE ARE FIVE TAKEAWAYS:

- 1 Who. Don't make assumptions about your audience. Start with wide campaigns to learn more about demographics and segments who may be interested in your products.
- **What.** Video landing pages work well for auto marketers. However, don't ignore the opportunity to reach your audience with photo galleries or branded videos.
- 3 When. Most consumers consider auto purchases late in the year, so that's the time to reach them. Weekend afternoons work best, but don't ignore the late afternoon shoppers.
- **Where.** There's an opportunity for auto marketers to reach their audience with campaigns targeting tablet devices.
- 6 **How.** Finally, test your next top of the funnel marketing campaign with native.



GET STARTED WITH TABOOLA



Taboola enables over 1.4B people to discover what's interesting and new at the moments they're most ready to explore. Advertisers use Taboola to reach their target audience when they're most receptive to new messages, products and services.

We've Got the Tools to Help You

Taboola Pixel

Track multiple conversions by multiple audiences across multiple URLs.

Smart Bid

Automatically adjust the baseline bid to drive conversions or page views by site.

Retargeting

Reach customers closer to the point of sale— target people who are more likely to convert.

Lookalike Targeting

Model the behavior and characteristics of your current customers and use it to target similar audiences.

That's not all. Taboola has every targeting option you need for a successful discovery campaign—location, demographic, creative and more.

