

# THE ROAD TO Purchase

 **DIGITAL**

 **OFFLINE**

Today's car shoppers will take dozens of actions as they research, find, compare, and purchase a vehicle.

Of those 23 valuable touchpoints, **18 ARE DIGITAL.**



**76% of shoppers** run a search before buying a new or used vehicle.<sup>2</sup>



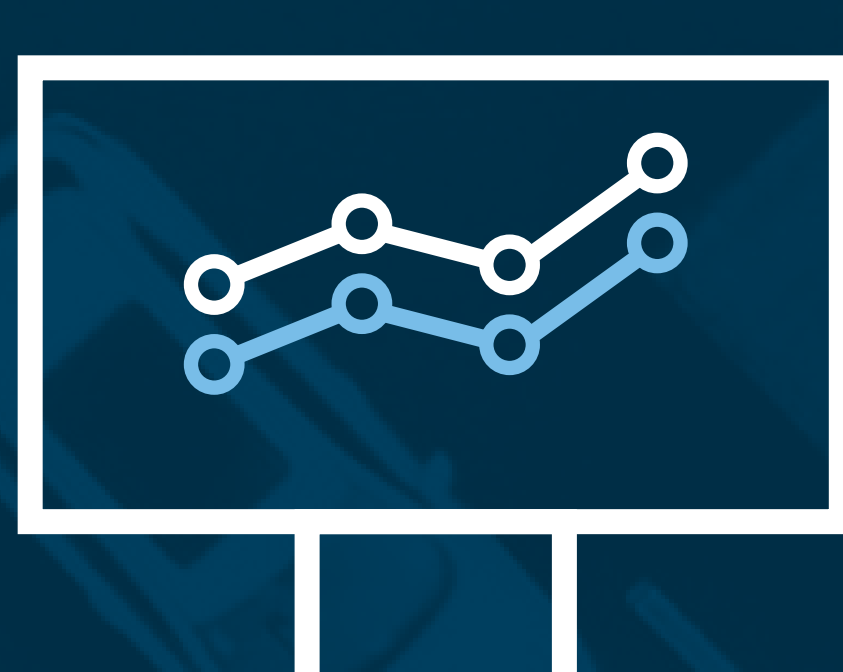
**80% of shoppers** will visit at least one third-party listing site. They visit an average of 4.2 websites during the purchasing process.<sup>1</sup>



In just two years, watch time of "test drive" videos has **grown by more than 65%**.<sup>2</sup>



**10% of people who are actively shopping** for vehicles will click on a dealership's Google ad if it is served to them.<sup>1</sup>



**33% of shoppers** will finish their online research on dealership websites, making those sites important for the bottom of the funnel.<sup>1</sup>



Phone and email contact is down since 2018, while **online chat and text have grown** as the first point of contact.<sup>1</sup>



**64% of shoppers who view online videos** say new formats, like 360-degree video, would convince them to buy a car **without a test drive**.<sup>3</sup>



Auto dealership reviews influence **65% of consumers**, and negative reviews will convince **94% of consumers** to avoid a business.<sup>4</sup>

## MAKE THESE TOUCHPOINTS COUNT

How are people finding your inventory online? 9 Clouds has the tools and services to help you generate more quality leads for your dealership.

Get a free marketing assessment at:  
**[9clouds.com/start](https://9clouds.com/start)**

Sources:

1: <https://www.coxautoinc.com/learning-center/2019-car-buyer-journey-study/>

2: <https://www.dialogtech.com/blog/18-automotive-marketing-stats/>

3: <https://www.thinkwithgoogle.com/data/video-format-to-purchase-statistics/>

4: <https://www.reviewtrackers.com/blog/reputation-management-car-dealers/>

