



NBCUniversal

Auto Frictionless Experience Approach

2021

Direct-to-buy Experiences Have Been Accelerated

It's an evolution not a revolution – and both dealers and OEMs are prepared

American's poor view of car dealerships hasn't changed

9% of Americans rated car salespeople as honest and ethical

This is last among 22 professions that Gallup asked about, ranking even lower than insurance salespeople and members of Congress.

GALLUP

The pandemic will ultimately push a lot of potential car buyers to E-Commerce

"When you have a moment like this where all of the sudden everyone is focused on this virus, customer behavior changes dramatically," Garcia said. "A change that would have taken 10 or 15 years can happen in a couple of years."

Ernie Garcia
CEO, Carvana

Bloomberg

Sales on GM's Shop-Click-Drive online platform +40% compared to pre-crisis

"Definitely we'll see more customers wanting to do most, if not all, of the transaction online."

Mary Barra
CEO, GM

THE WALL STREET JOURNAL



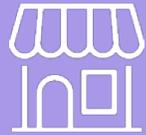
Consumer Preferences Suggest a Long-term Shift

Buyers increasingly prefer and expect frictionless, digital shopping experiences and transparent, haggle-free pricing



42%

consumers believe **vehicle home delivery is the future** of the car purchasing process



47%

consumers aged 25-34 believe that **local dealerships will be a thing of the past**



26%

consumers see a future where they **would buy a vehicle on Instagram**



65%

consumers aged 25-34 believe the future of car purchasing will evolve into **buying vehicles directly from automakers**



48%

consumers believe **no-haggle pricing will become normalized** in the future when it comes to purchasing their next vehicle



A Balance is Needed

With consumers divided over preference for digital v. in-person sales, dealers and OEMs are shifting towards a truly omni-channel model



2 out of 3

shoppers are likely to buy the vehicle 100% online

The remaining third of shoppers are less likely to buy the vehicle 100% online because...

57%

Prefer to negotiate in person

39%

Too large a financial commitment to handle online

41%

Too many details to handle online

36%

I wouldn't trust personal information to be secure

34%

I enjoy negotiating/ I can get a better deal

Car dealer Mike Sullivan saw **a positive response to his eCommerce push during the pandemic, but consumers are coming back now that he's reopened.**

His 12 Los Angeles area dealerships are now fully digitally enabled, and he plans to keep such efforts going — not to replace to his showrooms, but to augment them.

Mike Sullivan

Owner, LAcarGuy Dealerships

[PYMNTS.com](https://www.pymnts.com)

CHALLENGE

Consumers have expressed interest in digital car shopping for years but have been slow to follow through. COVID-19 catalyzed that evolution, but old habits die hard.

SOLUTION

NBCU's advanced targeting products and innovative ad formats will help auto brands normalize the digital shopping process.



NBCU can drive the direct-to-buy evolution forward

Bringing the car buying experience – exploring and purchasing to the buyer, at scale



AUDIENCE-LED TARGETING

Reach and engage your strategic audiences across screens, at scale

***Data led:** Using data to target low to high fidelity audiences via AdSmart technology*

***Data informed:** Using data to identify highly relevant placements*



ACTIONABLE CONTENT

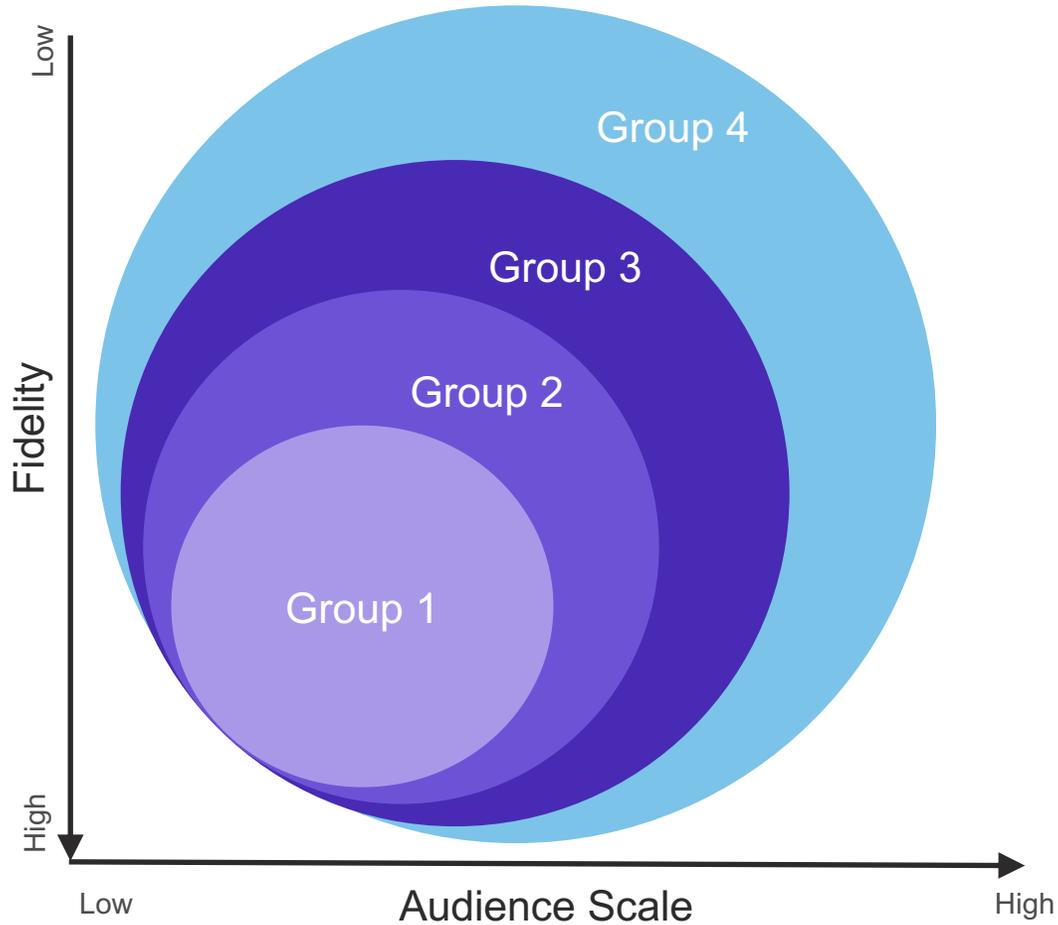
Drive immediate engagement through an action point, organically collapsing the journey

Exploration “drive to” content via innovative content formats across screens



The Audience Led Approach is Rooted in Data

From current owners to prospects, we can use data to lead and inform connections



Group 4: Demo, Signal, and Interest
 “Traditional” Broad Audience such as ages, HHI, life-stage

Polk
 Experian
 Axiom
 Apple
 NBCU
 Advertiser

Group 3: Behavior
 “Traditional” Behavior Based such as Vehicle Ownership

Polk
 Apple
 Advertiser

Group 2: Transactional
 “Traditional” In Market such as Expiring Lease Holder

Polk
 Apple
 Advertiser

Group 1: CRM Data
 Engaged prospects or customers such as those who visited the website

Advertiser
 CRM

Actionable Content Brings the Shopping Experience to The Screen

DATA LED TARGETING

DATA INFORMED TARGETING



Spark Curiosity via ShoppableTV Spots

- Drive an immediate connection from the TV screen to the website
- A scannable border will be created following your brand guidelines to inspire consumers to explore more on a website

Data Driven Linear, Addressable, Digital CTV environments*



Fuel Discovery with Apple News Tap-to-Capabilities

- Create a highly personalized solution
- Custom content and tap-to capabilities make it easy to explore and take action, such as find their local dealer

Mobile



Driving Action with ShoppableTV in Show

- Activate engagement in a linear content environment
- Opportunity to learn more and take action such as sign-up for a test drive, request additional info, etc.

Linear, Peacock



Support with Digital Ad Innovation

- Immerse your audience in a "virtual showroom" without them leaving their content experience
- Creative functionality inclusive of: 360 Panoramics, Products and Features Gallery, Design Your Own virtual showroom exposure

Digital OTT and CTV environments

*CTV excludes Hulu inventory
All Shoppable Executions Require an additional Affiliate / Revenue Share Model



NBCUniversal

THANK YOU!