



# TMA Conference 2018



## WHO WE ARE

THE CARSALES NETWORK ENABLES BRANDS TO UNDERSTAND, ENGAGE AND INFLUENCE RELEVANT, ACTIVE AND IN-MARKET CONSUMERS ACROSS AUSTRALIA'S #1 AUTOMOTIVE WEBSITE, **CARSALES**, AS WELL AS OUR SUITE OF LEADING LIFESTYLE AND INDUSTRY WEBSITES.



Our extensive online network offers advertisers the opportunity to reach **2.6 million people every month**.<sup>1</sup>



Our industry-leading data, analytics and insights ensure that the **right message is delivered to the right audience at the right time**, helping to maximise your return.



<sup>1</sup> Nielsen digital ratings monthly, March 2018

## Monthly audience



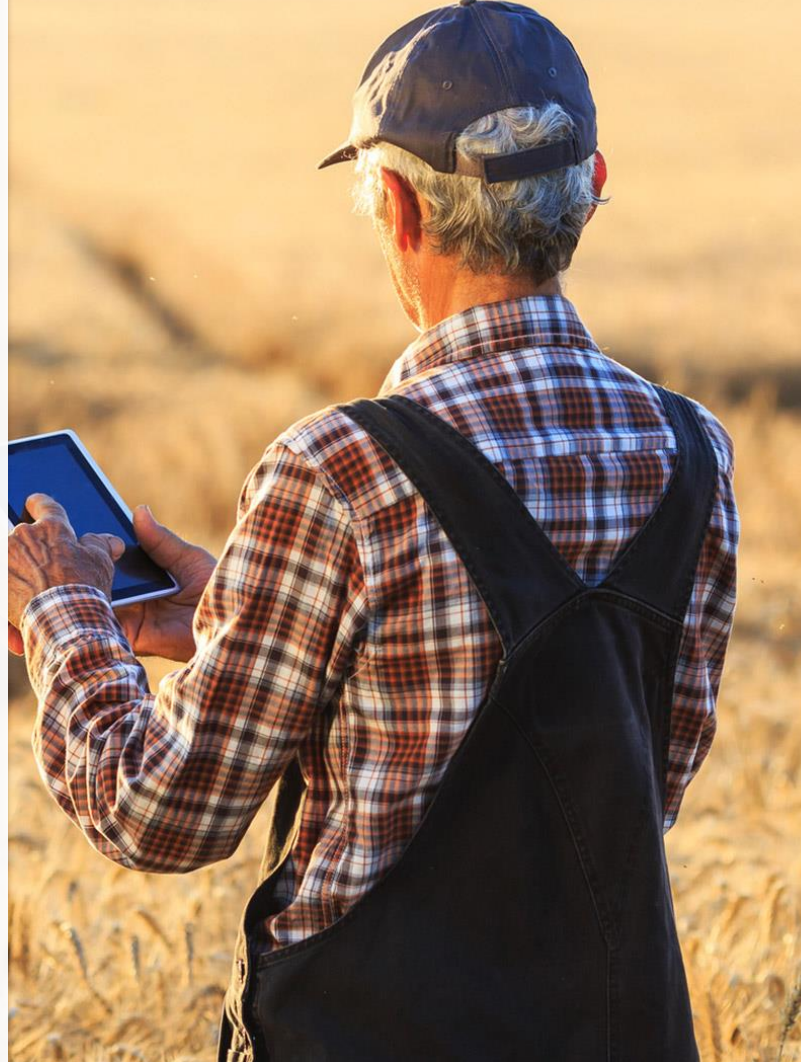
**96,579**  
UNIQUE AUDIENCE<sup>2</sup>



Visited<sup>3</sup>  
**2.5 times**

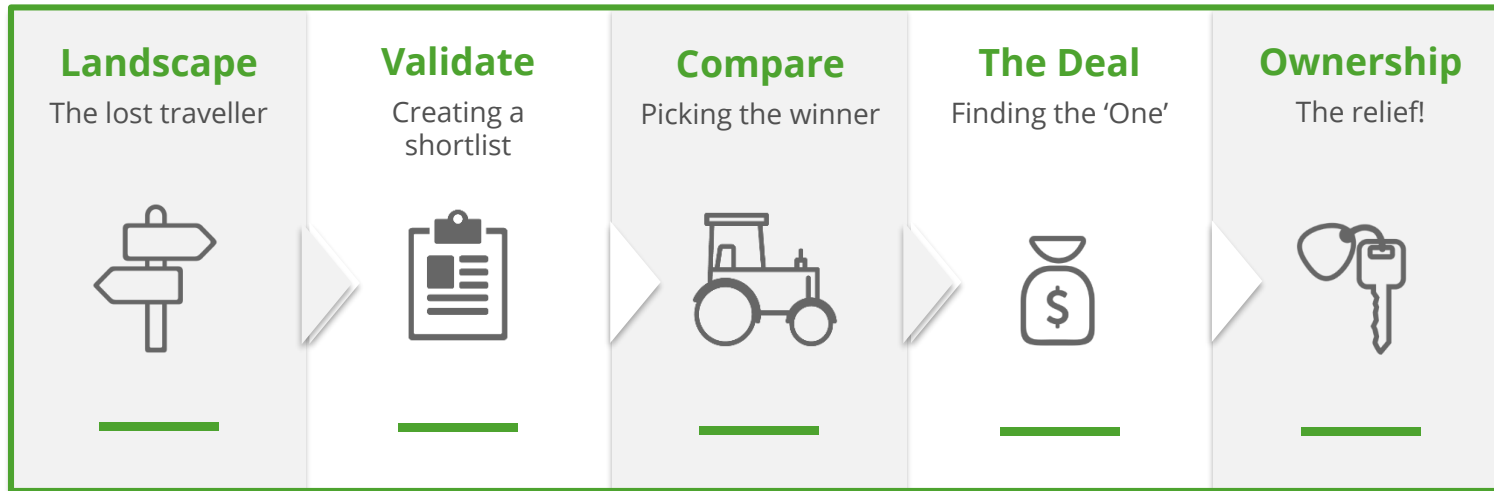


**10m 47s**  
Spent on site<sup>4</sup>



## THE PURCHASE JOURNEY

- FOR CONSUMERS ACTIVE ON FARMMACHINERYSALES.COM.AU, THE AVERAGE LENGTH OF TIME SPENT RESEARCHING IS **1.9 MONTHS**.
- THROUGHOUT THIS PERIOD, BUYERS WILL VISIT **FARMMACHINERYSALES** 8 TIMES, VIEW 82 PAGES, AND **SPEND JUST UNDER 1 HOUR ON SITE**.
- ON AVERAGE, OUR AUDIENCE **SUBMIT JUST 1.8 LEADS**.



# KEY TRENDS - PATH TO PURCHASE

- The number of stages consumers move through on the path to purchase is contracted
- The length of the purchase journey is shortening
- Consumers feel much more empowered and confident throughout their purchase journey
- Online is THE key resource for consumers throughout the journey



# BACKGROUND

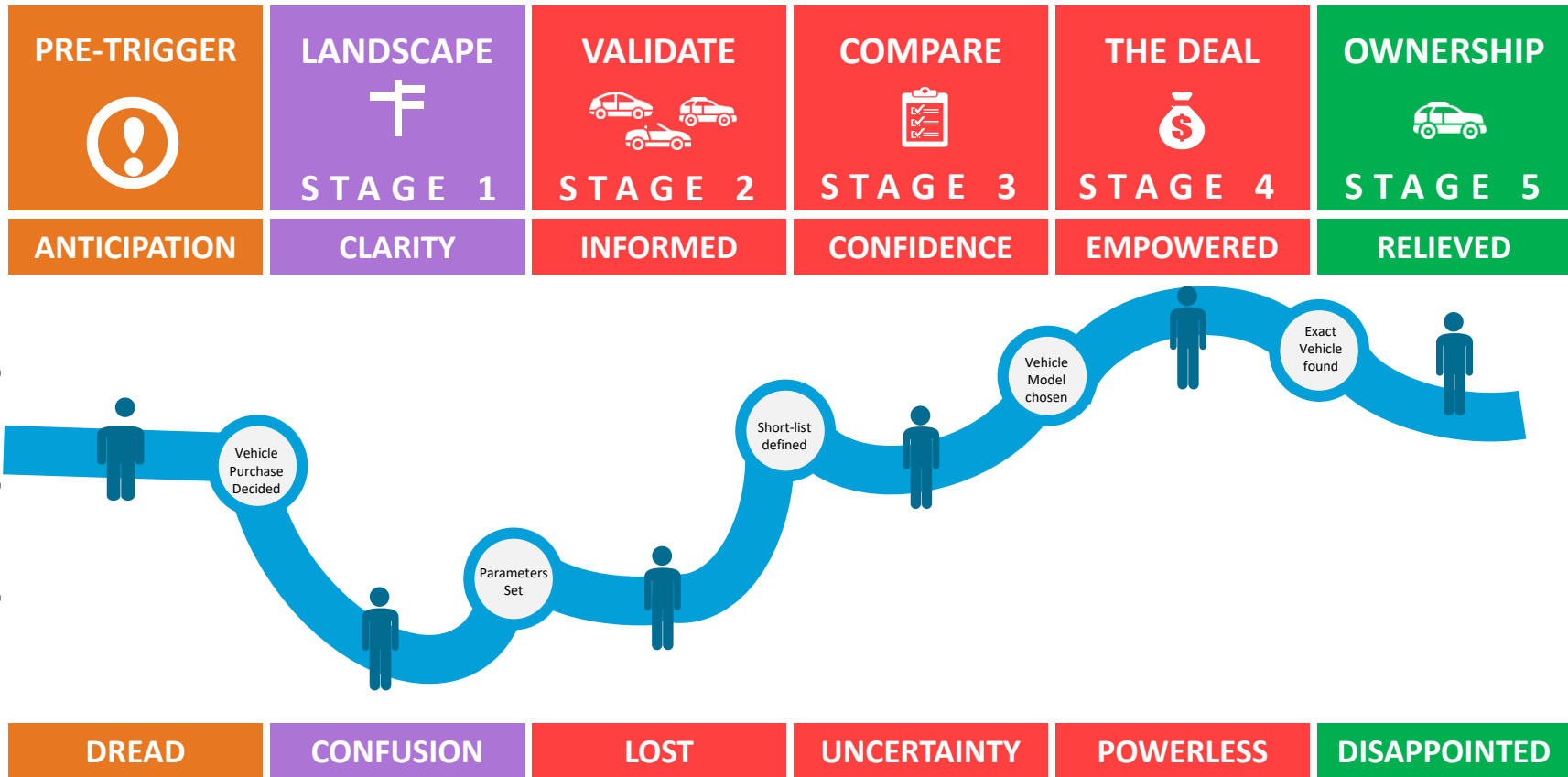
A group of people are gathered around a wooden table, working on architectural plans. In the center, there is a clear plastic model of a building with greenery inside. One person is using a yellow pencil to point at the model. Another person is using a compass on the plans. The table is covered with various items: a yellow folder, a blue folder, a black pen, a yellow pencil, a compass, a ruler, and a small orange container. The background is blurred, showing more people and a bright, indoor setting.

A wide-angle photograph of a two-lane asphalt road that curves gently through a dry, hilly landscape. The road is flanked by tall, dry grass and shrubs. In the distance, rolling hills and mountains are visible under a bright blue sky with scattered white clouds. The overall tone is warm and slightly hazy, suggesting a late afternoon or early morning setting.

# THE JOURNEY TO OWNERSHIP

**2013 RECAP**

# 2013 - THE PURCHASE JOURNEY





# THE JOURNEY TO OWNERSHIP

2017

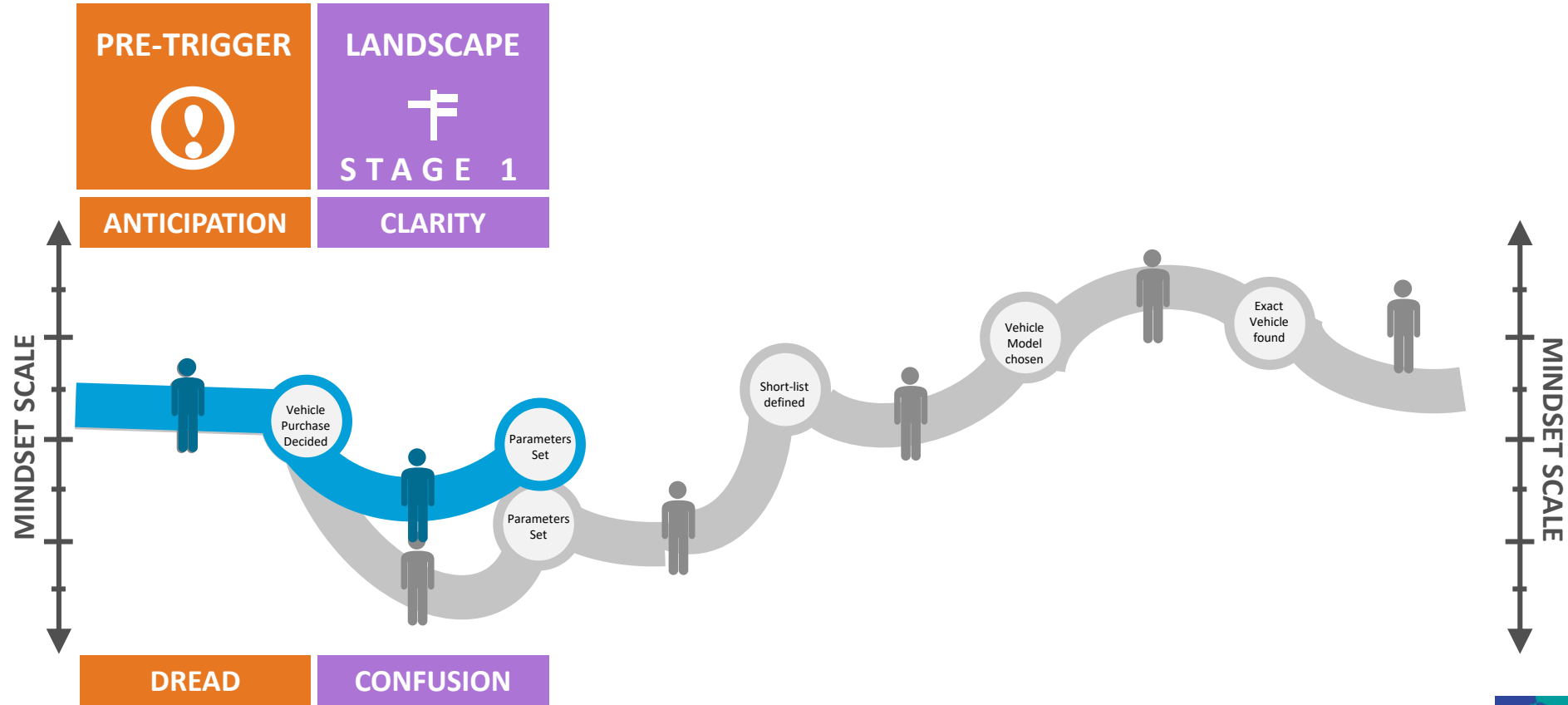


# LANDSCAPE

## STAGE 1



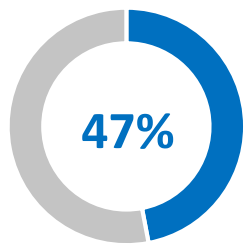
# 2017 - THE PURCHASE JOURNEY



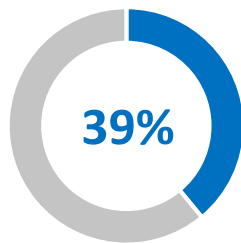


# STAGE 1 LANDSCAPE: TOP SOURCES

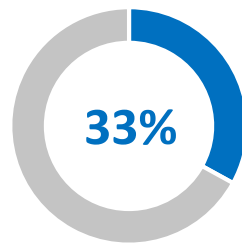
*I am thinking about what I need and what's out there - things I should consider*



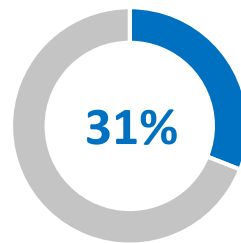
**Spouse or  
partner**



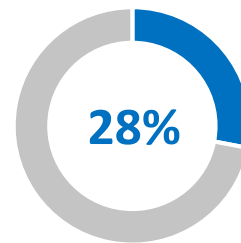
**Review &  
comparison  
websites**



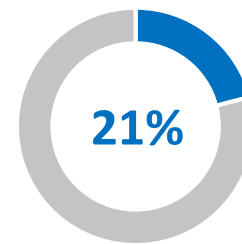
**Search  
engine**



**Seeing  
vehicles out  
and about**



**Dealer  
websites**



**OEM  
websites**

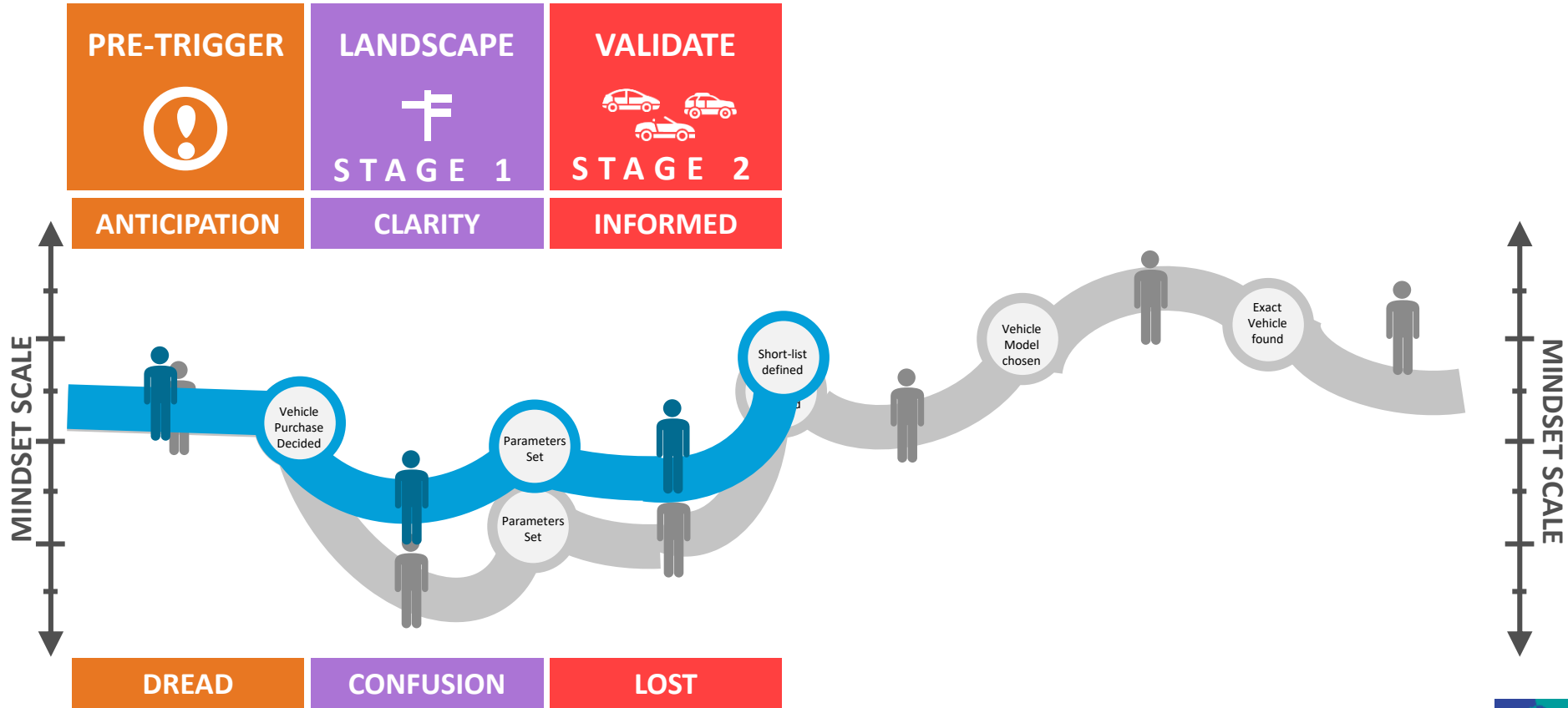


A man and a woman are working together on a laptop. The woman is seated and typing, while the man stands behind her, resting his hand on her shoulder and looking at the screen. They are in a bright, modern office environment with large windows in the background. On the desk, there is a stack of papers, a small potted plant, and a cup of coffee.

# VALIDATE

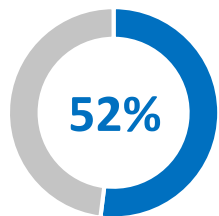
## STAGE 2

# 2017 - THE PURCHASE JOURNEY

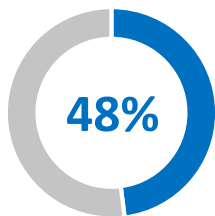


# STAGE 2 VALIDATE: TOP SOURCES

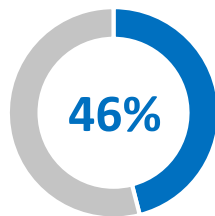
*I have a rough idea of what is out there and I'm narrowing down my choices*



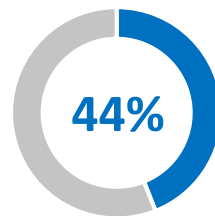
**Review &  
comparison  
websites**



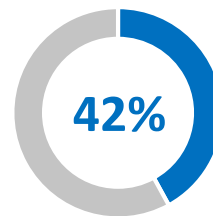
**Dealer  
websites**



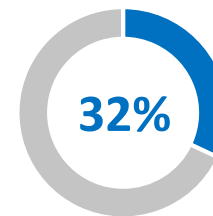
**Spouse or  
partner**



**Seeing vehicles  
out and about**



**Dealership  
experience**



**OEM  
website**



**3 BRANDS  
CONSIDERED  
ON AVERAGE**

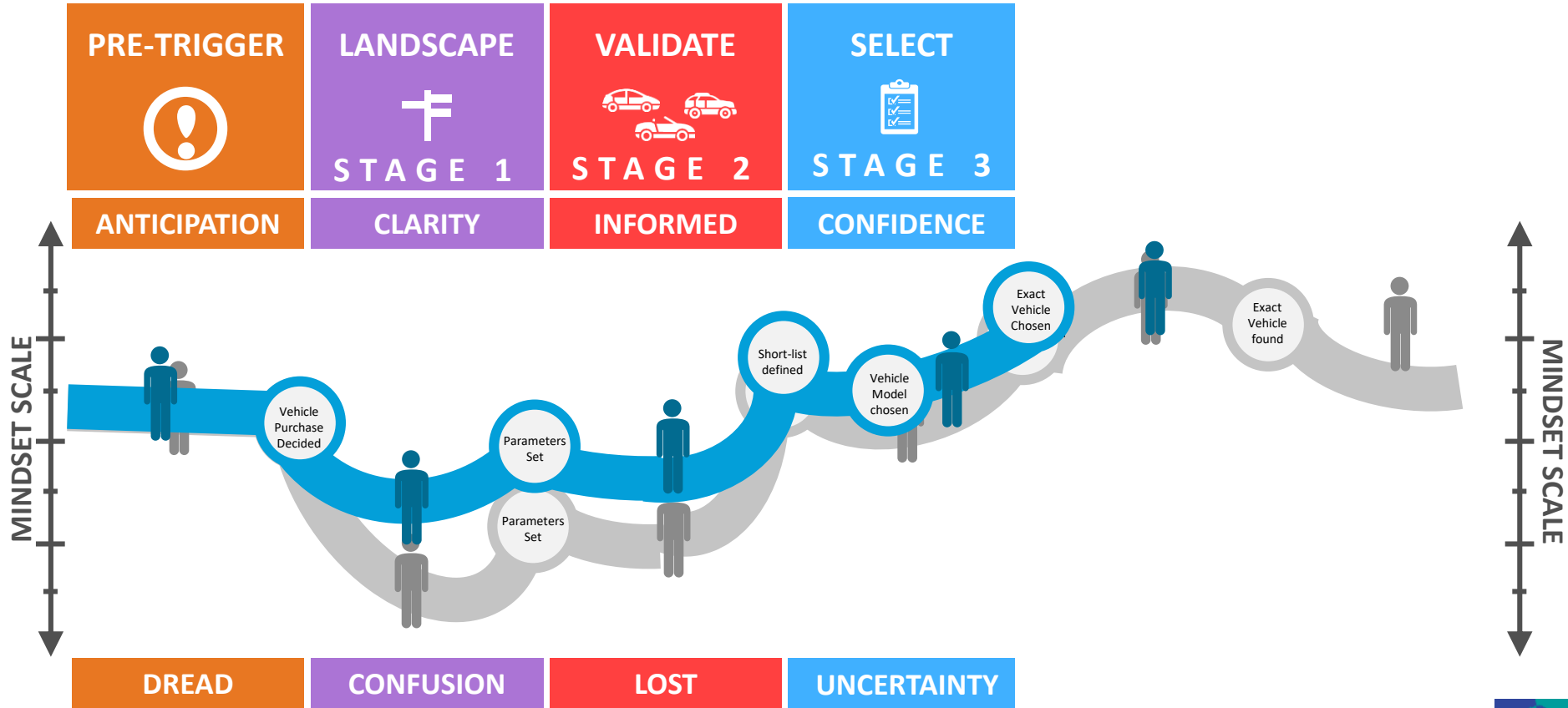


**SELECT**

**STAGE 3**

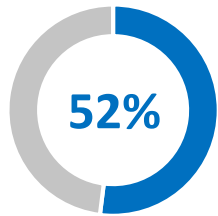


# 2017 - THE PURCHASE JOURNEY

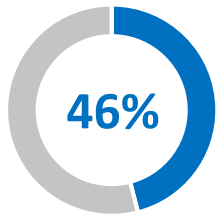


# STAGE 3 SELECT: TOP SOURCES

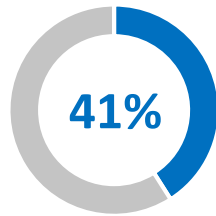
*I have a short list of vehicles that I am evaluating / comparing to select a winning vehicle*



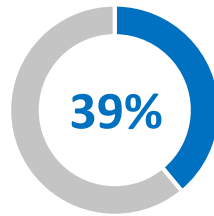
**Spouse or  
partner**



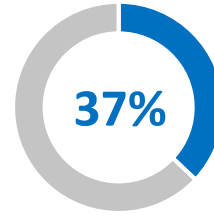
**Review &  
comparison  
websites**



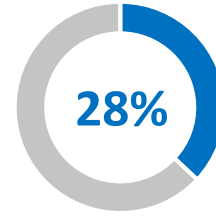
**Dealer  
websites**



**Seeing vehicles  
out & about**



**Dealership  
experience**



**OEM  
websites**



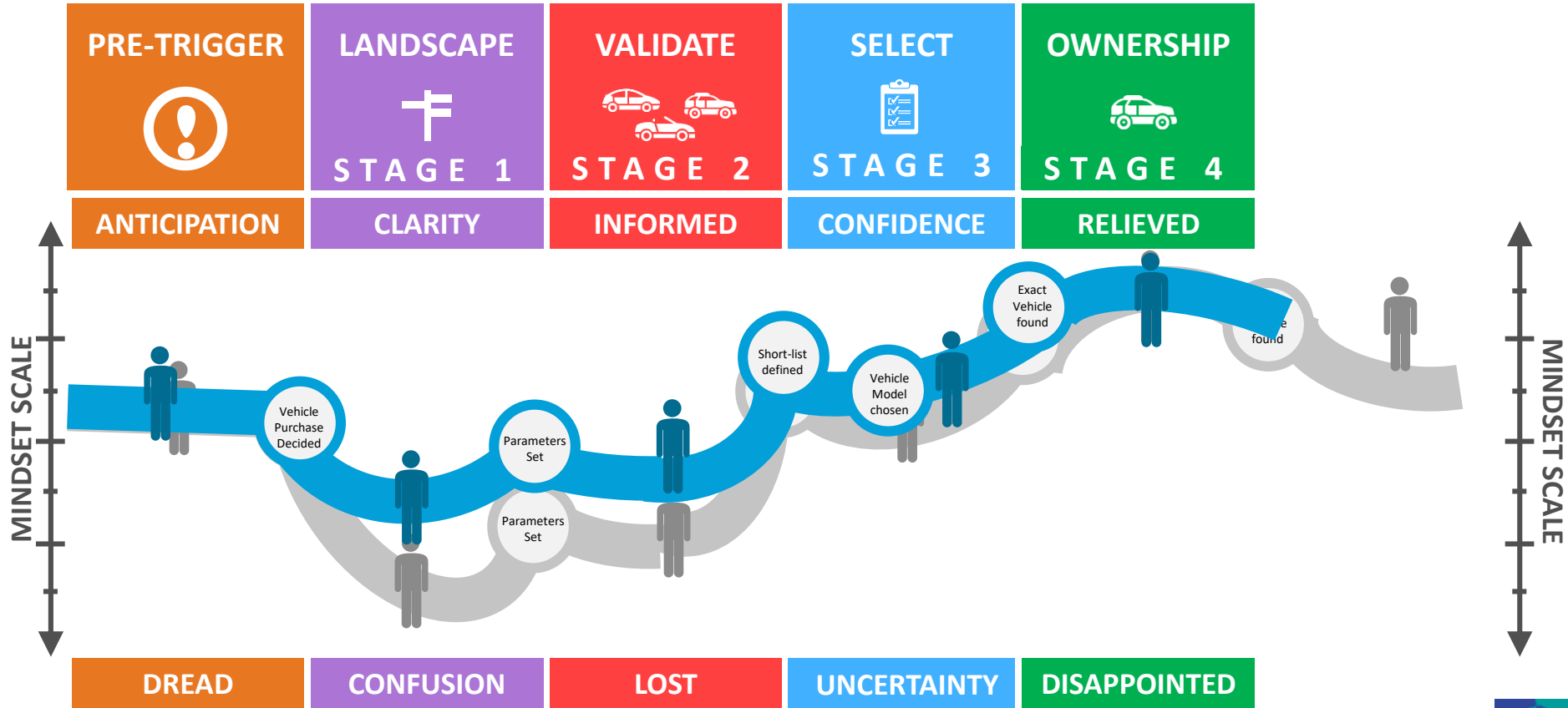
**3 BRANDS  
CONSIDERED  
ON AVERAGE**

A romantic couple is seen from behind, sitting on a sandy beach and gazing out at the ocean during a golden sunset. The man, with grey hair, wears a white long-sleeved shirt and dark shorts. The woman, with blonde hair, wears a striped shirt and white shorts. They are sitting close together, with her arms around his waist. The sun is low on the horizon, creating a warm, golden glow across the sky and reflecting off the waves. The overall mood is peaceful and intimate.

# OWNERSHIP

## STAGE 4

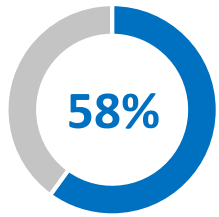
# 2017 - THE PURCHASE JOURNEY



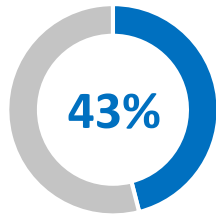


# STAGE 4 OWNERSHIP: TOP SOURCES

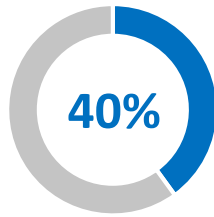
*I have finished researching and made my purchase*



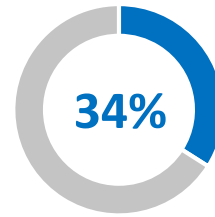
**Spouse or  
partner**



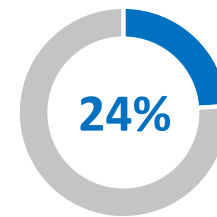
**Review &  
comparison  
websites**



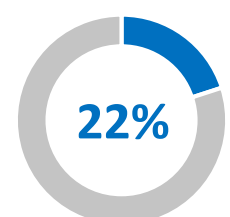
**Dealership  
experience**



**Dealer  
websites**



**Seeing  
vehicles out  
& about**



**Search  
Engine**

A man with a beard, wearing a black fedora and glasses, is smiling and looking at a tablet. A woman with long brown hair is also smiling and looking at the tablet. They are in a warm, indoor setting with soft lighting. The text "CONFIDENT & EMPOWERED" is overlaid on the right side of the image.

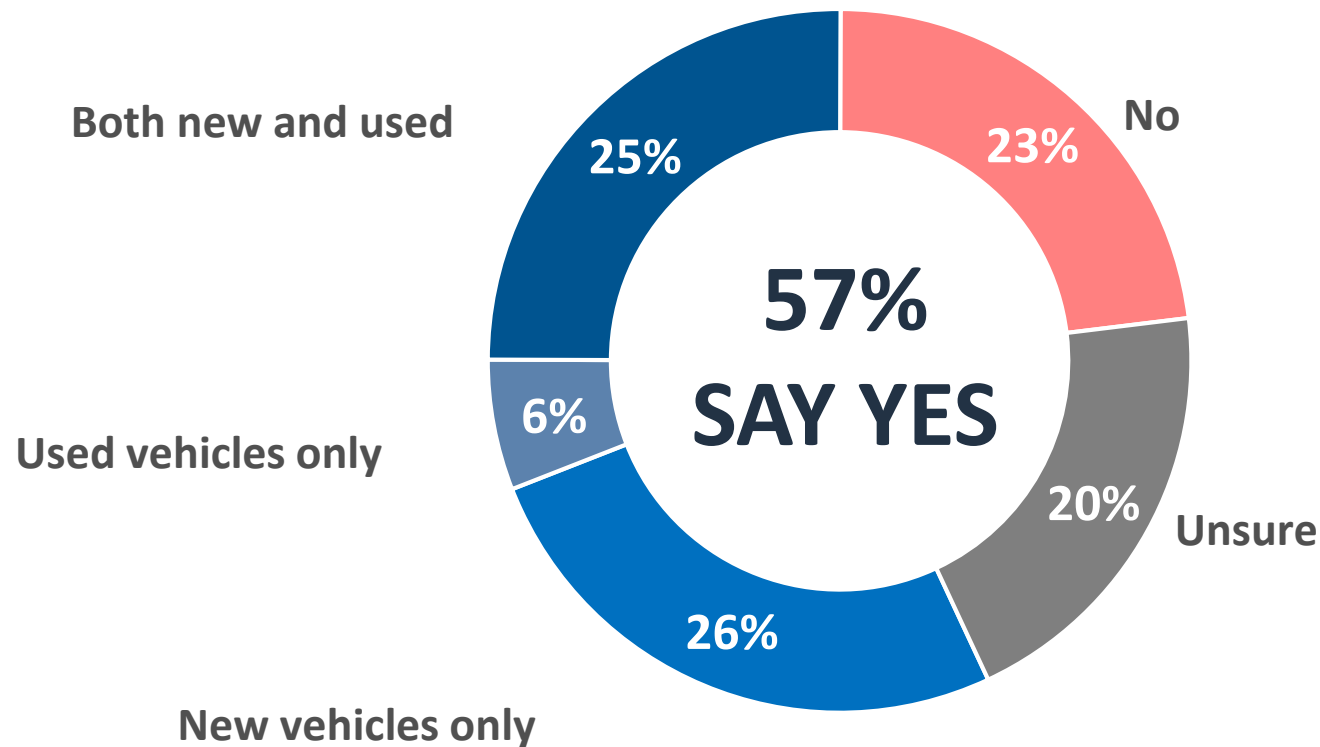
**CONFIDENT &  
EMPOWERED**



# THE FUTURE

A futuristic city street at night, viewed from a low angle looking down a long road. The road is illuminated with bright blue light trails, suggesting high-speed travel. On the left, there are wireframe models of buildings and streetlights. On the right, a large, complex wireframe structure, possibly a stadium or a large building, dominates the view. The sky is dark blue with some clouds. In the distance, a bright light source, possibly the sun or moon, creates a strong lens flare effect. The overall aesthetic is high-tech and digital.

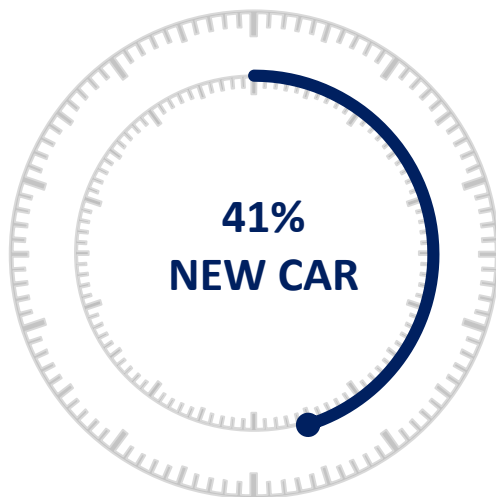
# ENTIRE AUTO PURCHASE ONLINE IN FUTURE?





# CURRENT CONFIDENCE LEVEL WITH ONLINE AUTO PURCHASE

Choosing the vehicle you  
want to purchase online

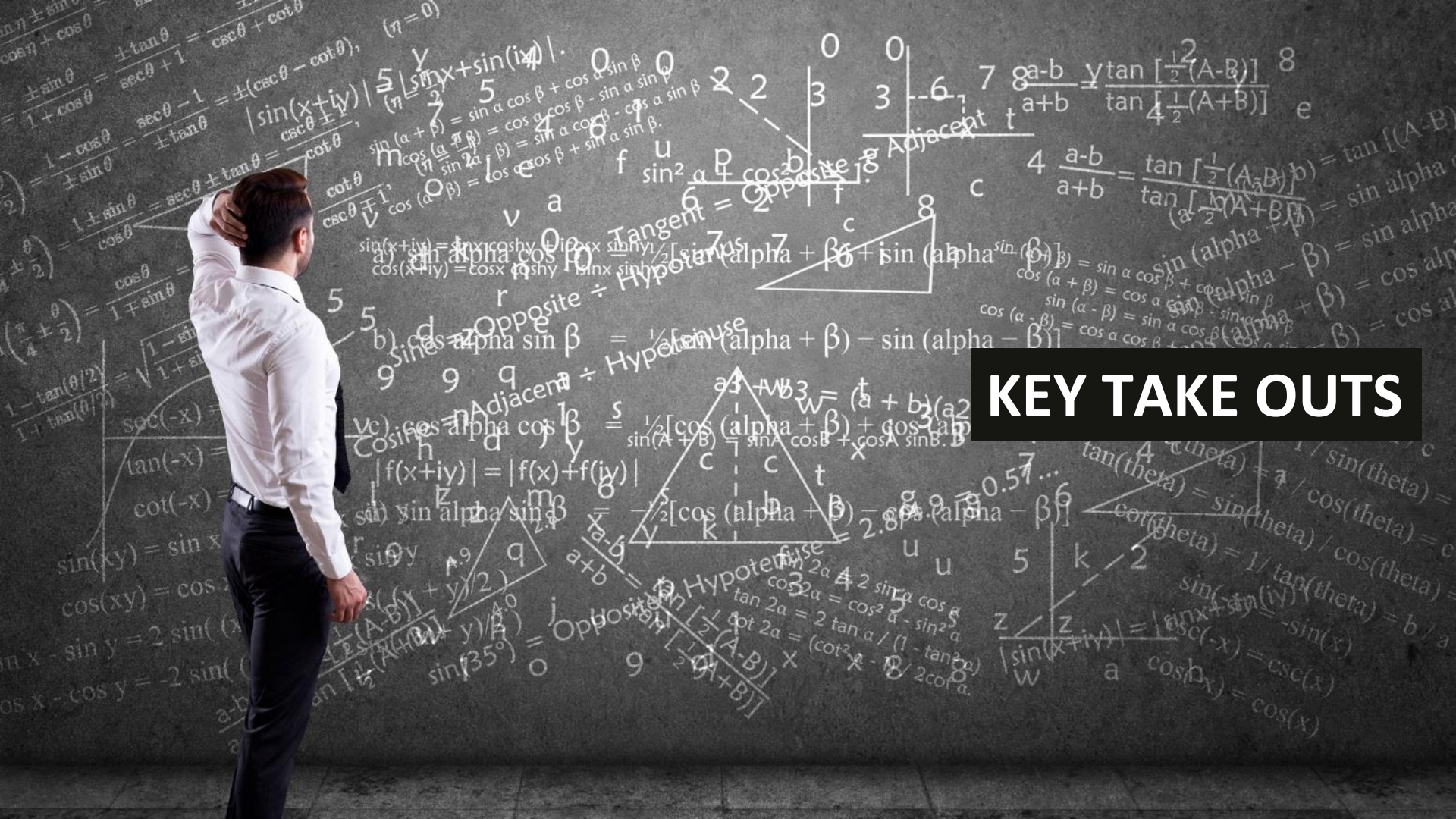


Putting down a deposit  
for the vehicle online



Paying for the entire  
vehicle online





## KEY TAKE OUTS

# KEY TAKE OUTS

- **Buyers feel informed and confident**
- **Quicker to compare and purchase**
- **Digital is the key source of information for consumers on their path to purchase**
- **Confidence in purchasing online is strong, and growing**

THANK YOU

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**mediamotive**

