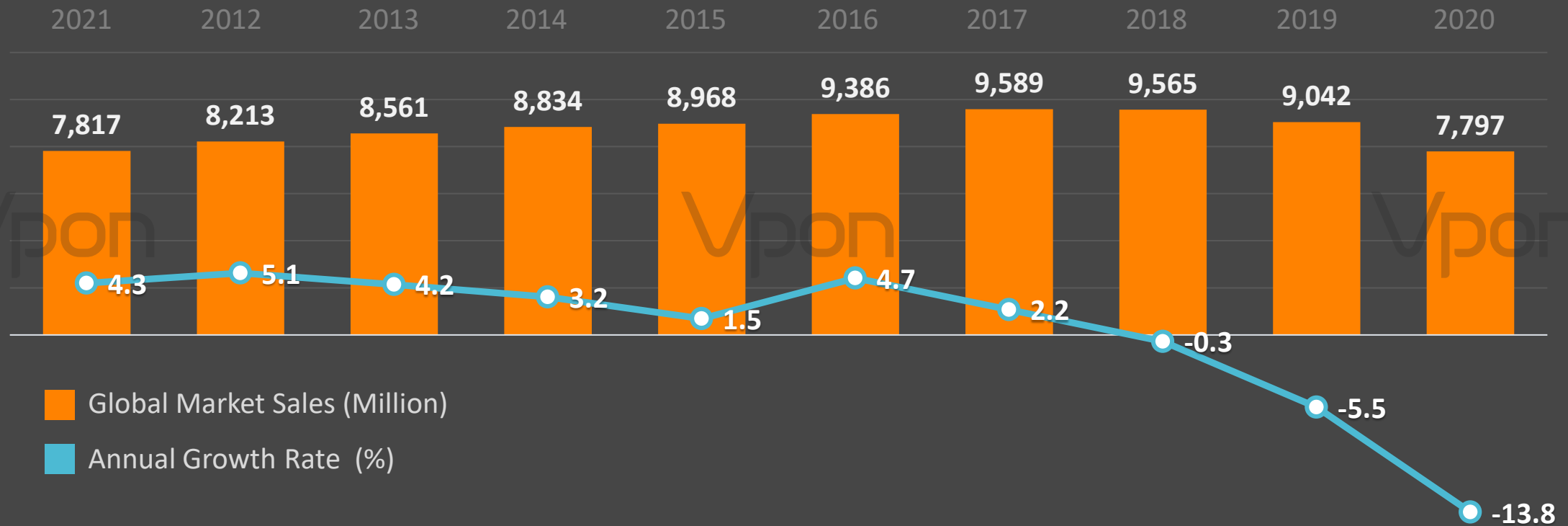


Vpon

# Automotive Industry Growing Against the Tides

Integrating Online and Offline Data to Embrace New Business Opportunities

# Annual Growth Rate and Market Sales of Global Automotive Industry



**The COVID-19 pandemic has affected the globe and hit on market sales of automotive industry drastically**

# Background

## Traffic Behavior Changes with the Pandemic

The global automotive industry experienced a significant downtrend last year, but Taiwan's automotive market recorded the highest growth rate within the past five years. The **pandemic situation and government subsidies** are the primary reasons that Taiwan can grow against the tide. Meanwhile, **the public also concerns about using mass transportation system, which gave rise to a new demand for automobile and drove new car sales during COVID** — together, arousing the needs for automotive brand.

Vpon aims to bring value to the industry by leveraging advanced data tech and solution to cope with pandemic change. By in-depth analysis and integration of actionable data, Vpon helps our client develop a corresponding marketing plan to uncover more potential customers and create business opportunities.

Number of new vehicles listed in the past five years

Year	New Vehicle Listed	Import		Domestic	
		Number	Annual Growth Rate	Number	Annual Growth Rate
2016	43.9	17.1	10.2%	26.8	1.1%
2017	44.4	18.5	8.2%	25.9	-3.4%
2018	43.5	19.9	7.2%	23.6	-8.8%
2019	43.9	21.1	6.4%	22.8	-3.4%
2020	45.7	21.7	2.7%	24	5.2%

Unit : Million

# Challenges of Automobile Industry

## 01

Difficulty in reaching and communicating with TAs

Past marketing strategies are decided based on brand and sales. However, this does not necessarily provide understanding to customers' needs and profile, which resulted in wastage and inaccuracy.

## 02

Similar marketing approach;  
High cost for transformation

Growing importance in technology has made auto show no longer the preferred channel of communication. Yet, many auto brands fail to adapt to this new trend to target potential customers accurately.

## 03

O2O  
Unable to track offline performance

O2O strategy has always been auto industry's novel practice. However, the pandemic has disrupted their market plans which makes digitalization and optimization even harder.

**The main goal for auto industry is to trigger offline traffic and promote actual business conversions.**

## Objective

# Promoting Brand Performance

1. Identify potential customers and expand audience pool
2. Effectively Direct target audience to physical stores

**How to prepare a cost-effective marketing plan under COVID-19 to dig out actual needs of your target audience?**

# Strategy

**Mastering Key Data to  
Achieve Precise Marketing**

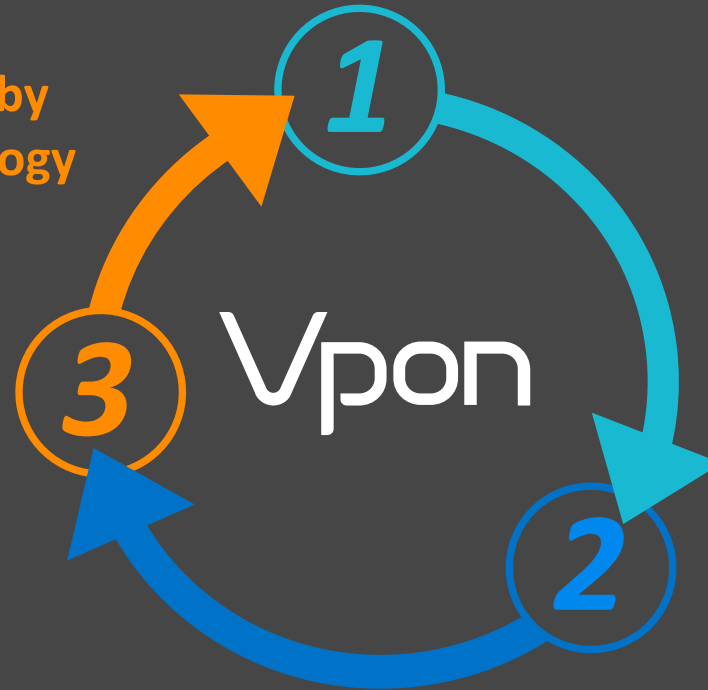
**and ultimately Promote Brand Performance**



# How Can Vpon Help?

## Verifying Market Performance by Advanced Geolocation Technology and Offline Tracking

Leveraging Vpon exclusive POI geolocation technology to track whether ad clickers are directed to offline auto show to evaluate campaign effectiveness.



## Mastering Key Data to Draw Insight on Audience Profile of Different Auto Brands

Understanding the preferences of individual audience and getting insight into their profile to create effective marketing strategy.

## Leveraging Data-Driven Solution and Continuous Optimization

Based on audience profile from different car users to better understand their needs and leverage customized marketing strategies to deliver the right message to the right audience.



# *Part* **1**

**Mastering Key Data to Draw Insight on  
Audience Profile of Different Auto Brands**



# Mastering Key Data

Vpon

Similar marketing approach;  
High cost for transformation

Information collected  
at auto show

Data operation and  
optimization on ad platform

Cookie



## How Vpon Did

Collect relevant data  
accumulated for more than a  
year and dig out interest group

Analyze and segment  
more meticulous offline data

Vpon DMP

! Cookie:  
68 days at most

! Unique POI  
geolocation  
data technology

Unlike general auto ad focus more on performance effectiveness,

**while Vpon Leverages Data to Identify & Reach Target Audience Group**

# Gender Ratio

Vpon divided three levels of vehicles based on average sales figures, namely **Luxury Cars**, **Premium Cars**, and **Economy Cars**.

2 millions USD or above

## Luxury Cars

Male Ratio  
**+82.3%**



■ Vpon DMP Population Mean

1. – 2.5 millions USD or above

## Premium Cars

Male Ratio  
**+65.6%**



Below 1 million USD

## Economy Cars

Male Ratio  
**+40.7%**



The data reflects a positive correlation:  
the **higher** the **car model**, the **higher** the **ratio** of **male audience**

# Apps & Ads Interest

## Luxury Cars

TOP 1

Education & Learning



TOP 2

Tourism



TOP 3

Home Appliances



## Premium Cars

TOP 1

Video Gaming



TOP 2

Financial Investment



TOP 3

Real Estate



## Economy Cars

TOP 1

Retail



TOP 2

Cosmetics



TOP 3

Maternal Care



Pay attention to education, tourism and learning

Live in the moment, love video games

Focus on daily consumption and parental care

Judging by the Top 3 ads clicked by individual users, we discover that luxury car users pay more attention to self-enrichment and are eager to learn. Premium car users accentuate on living in the moment while economy car users tends to focus more on daily consumption and parental care.

# Ethic Groups

## Luxury Cars

**NO.1**  
Digital  
Learners



**NO.2**



Gadget Geek

**NO.3**



Backpackers

This group of audience focuses more on study and education. They value long-term self-investment and mostly businessperson who plan for the future.

## Premium Cars

**NO.1**  
Night-Owl  
Gamers



**NO.2**



Zealous Youth

**NO.3**



Finance Guru

They mainly engage in fast fashion and trends, and early adopters have a greater acceptance of new products. They also pay attention to investment and financial management.

## Economy Cars

**NO.1**  
Lohas



**NO.2**



Energetic Mothers

**NO.3**



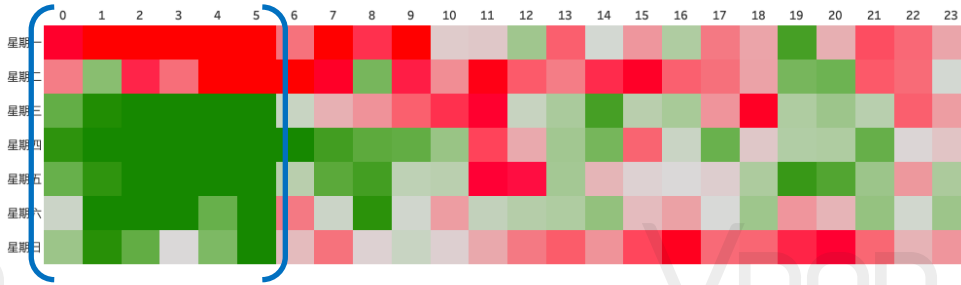
Retail Lovers

They are decision-makers of daily household consumption, focus more on daily consumption and retail products. They are also health-conscious.

# 24 Hours & Weekly Mobile Usage

## App Usage

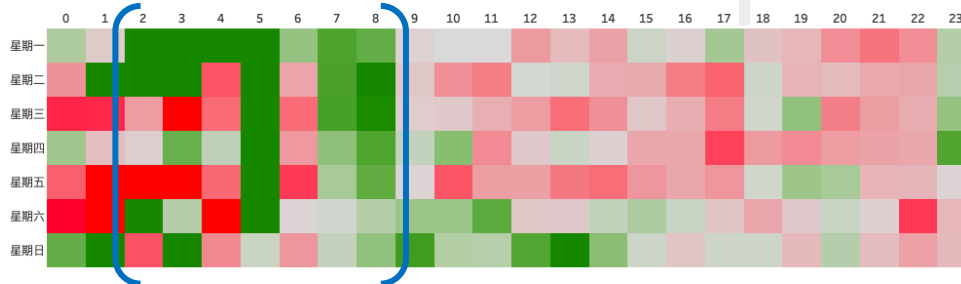
Luxury Cars



Concentrated in **mid-night**

Luxury car users are often active in the midnight period from Wednesday to Sunday, while Sunday to Tuesday is relatively inactive.

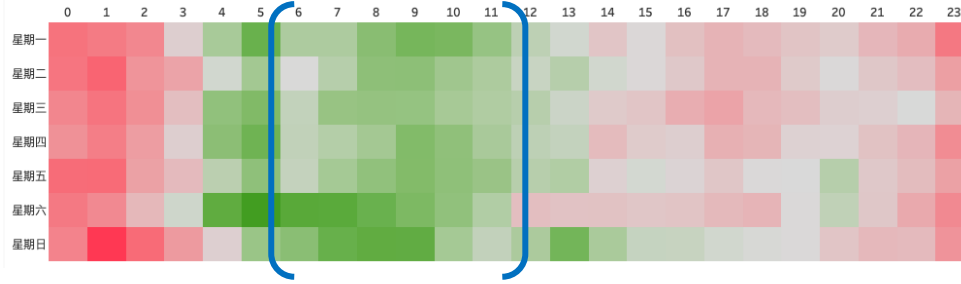
Premium Cars



**Latest usage hour** among three groups

Premium car users are the group with the latest mobile usage period. They are often active from 2-7 a.m. Most of them are also late-night gamers.

Economy Cars



Concentrated in the **morning and afternoon**

Economy car users have a relatively early active hour, mainly from 6 – 11 a.m.

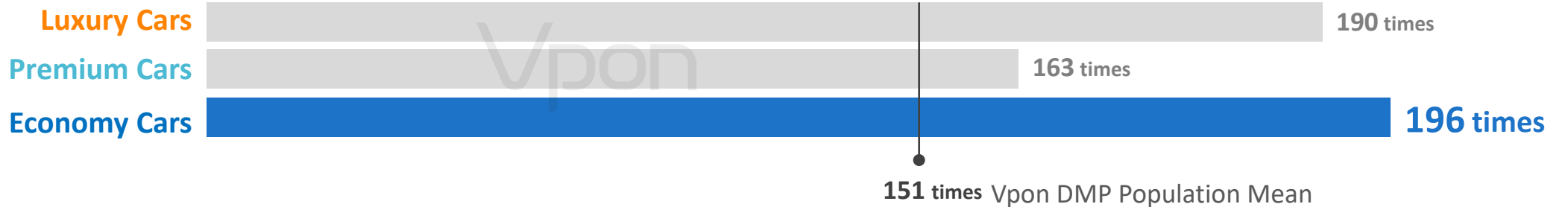


# Consumption Amount and Frequency

## Average Consumption Amount (by USD)



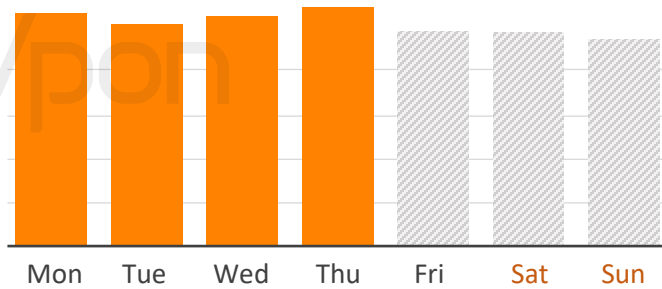
## Average Consumption Frequency



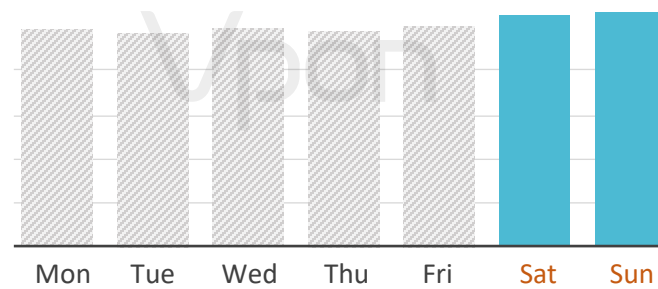
Luxury car users have the highest purchasing power while economic car users have the highest consumption frequency.

# Consumption Period

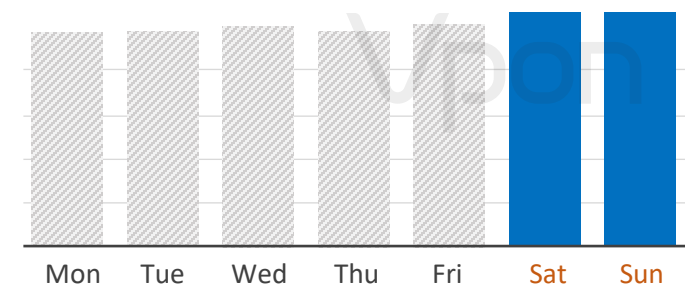
## Luxury Cars



## Premium Cars



## Economy Cars



Luxury car users mostly consume on weekdays while the other two groups consume more on weekends.

# Consumption Preference

Luxury  
Cars

**NO.1**  
Auto



**NO.2**

Electronic  
Gadgets



**NO.3**

Frozen  
Food



## Joyriders

According to user's transaction data, luxury car users have a significant interest in automotive-related products. They usually enjoy riding out in their car and spend high in gas stations.

Premium  
Cars

**NO.1**  
Outdoor  
Leisure



**NO.2**

Home  
Appliances



**NO.3**

Clothing &  
Accessories



## Outdoor & Home Appliance Lovers

Premium car users usually engage in outdoor & leisure products. They also show interest in clothing and keep up with the latest fashion and trends.

Economy  
Cars

**NO.1**  
Grocery



**NO.2**

Audiovisual  
Products



**NO.3**

Maternal  
Care



## Grocery Lovers

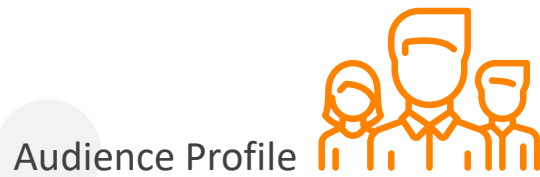
Economy car users focus more on their family needs. Usually purchase groceries, 3C, and maternal products.



# Create Customized Ads Base on the Audience Profile

Deliver the right message to the right audience to maximize the data value

## Luxury Cars



Audience Profile

- High Male Ratio
- 3C
- Learning
- Education
- Tourism

Weekday Ad Delivery

Customized Advertisements



## Premium Cars



Audience Profile

- High Mid-Night Activeness
- Leisure
- Fashion
- Outdoor

Weekend Ad Delivery

Customized Advertisements



## Economy Cars



Audience Profile

- High Morning Activeness
- Family
- Daily Consumption
- Lohas

Weekend Ad Delivery

Customized Advertisements



# *Part* ②

## Leveraging Data-Driven Solution and Continuous Optimization

# Constantly Optimize Marketing Activities by Implementing PDCA

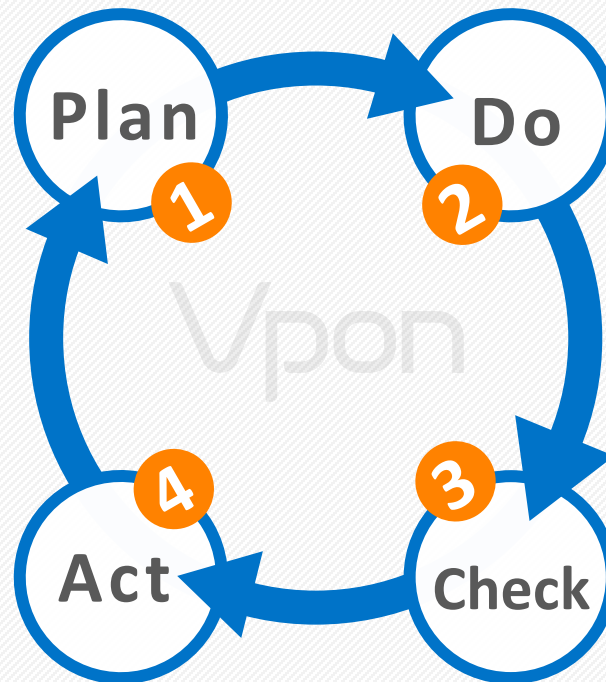
Set goals, leverage data result to execute PDCA and achieve continuous optimization

## Objective

Finding more potential customers

- Find out potential target audience

- Amend and modify marketing content

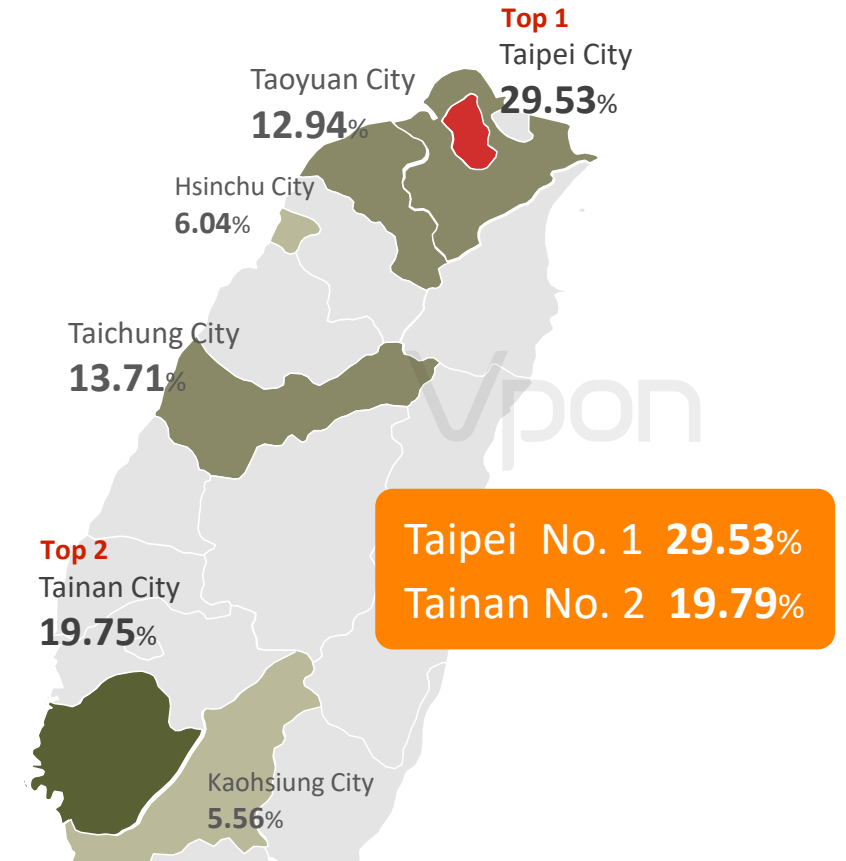
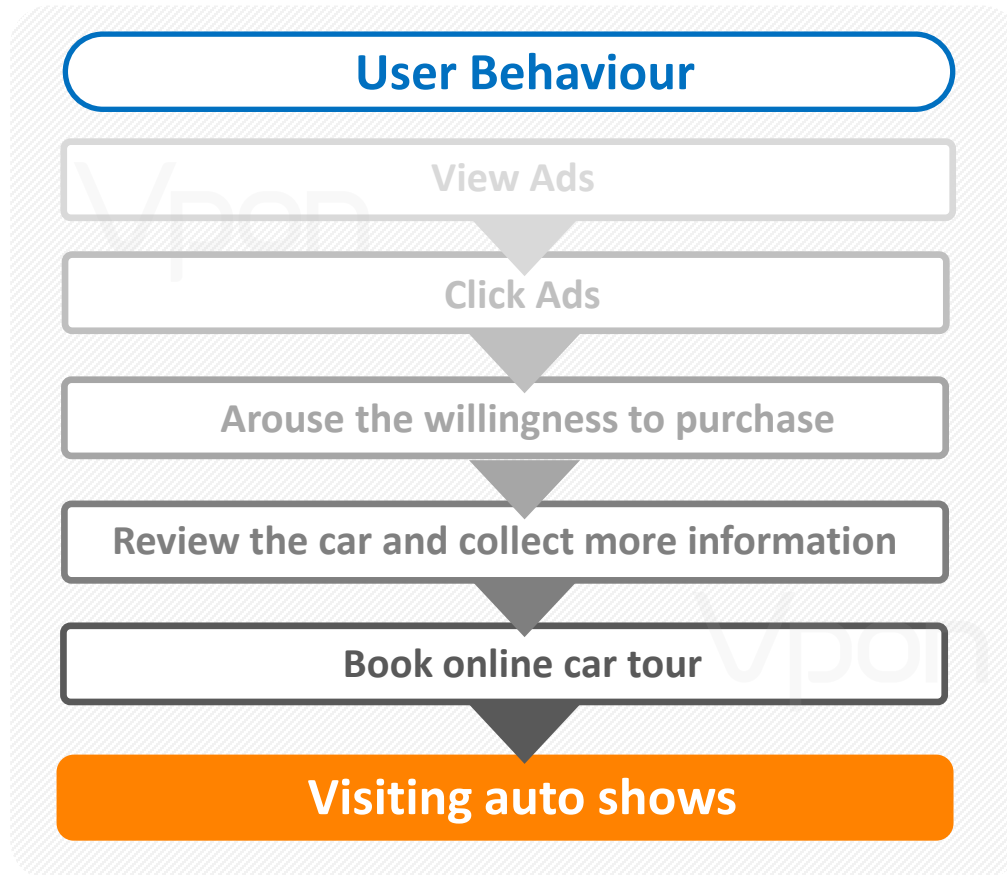


- Develop content marketing
- Execute marketing campaign

- Use data to analyze people who have clicked on content

# Verify Marketing Effectiveness

Track whether the users who clicked on the ad has visited offline auto shows



\* The proportion of users who visit auto shows after clicking on the ads within 3 months

# *Part* ③

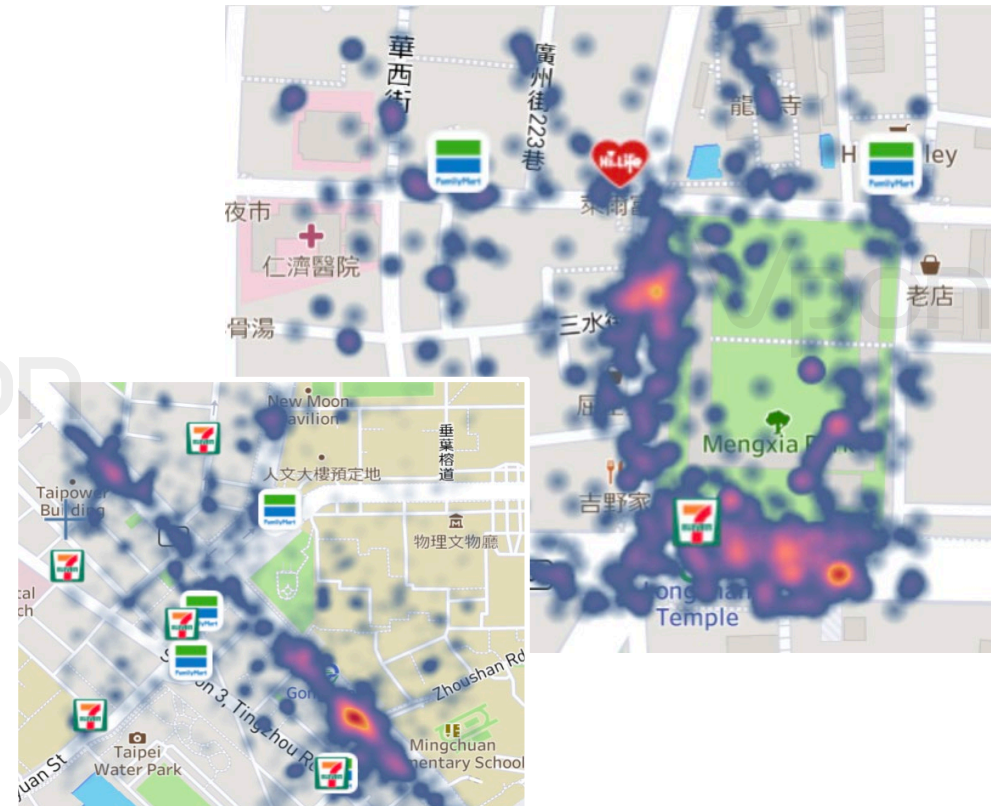
**Verifying Market Performance by  
Advanced Geolocation Technology  
and Offline Tracking**

# Leverage Advanced POI Technology to Accurately Collect Offline Audience Data

## Unique POI geolocation data technology

The ultimate objective of automotive clients is to direct the potential customer from online to offline auto shows experience and drive direct sales. By Vpon's unique POI geolocation data technology, you can get better understand the audience who visit the offline auto shows after browsing the ads and the changes in the number of mobile devices and the traffic across different regions and time period. By this means, we can constantly optimize market performance.

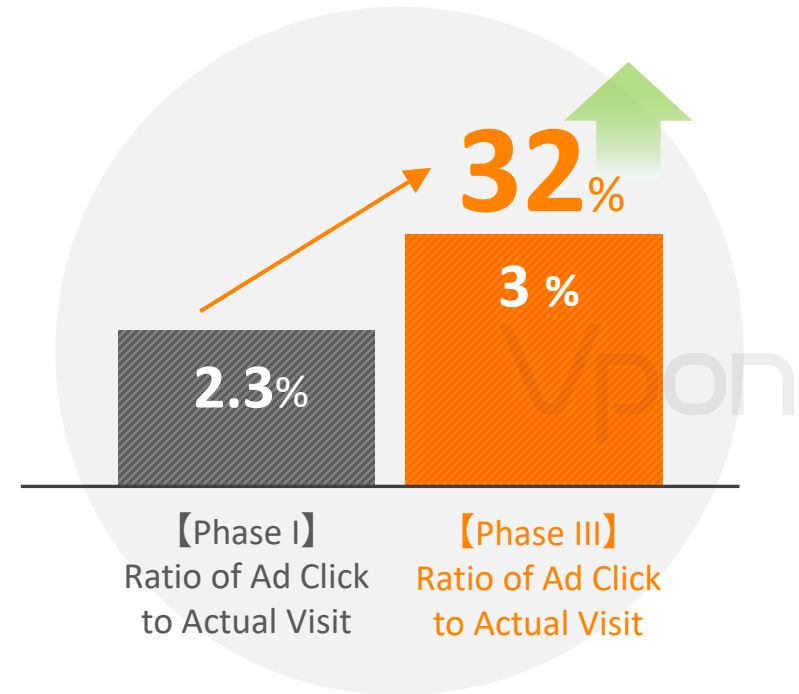
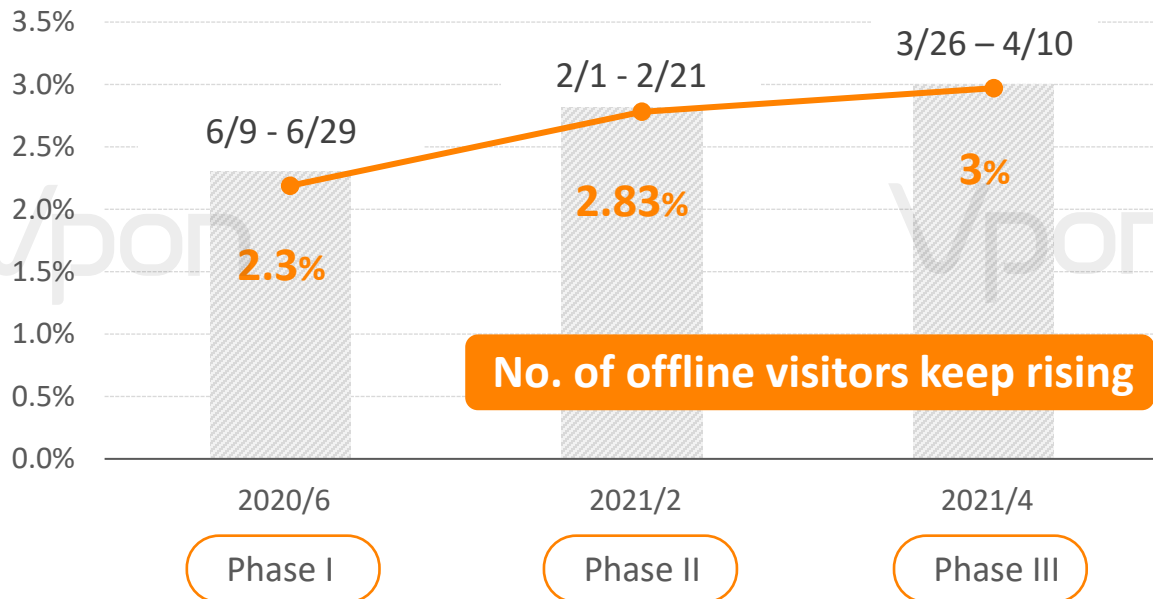
Observing the traffic density and target the right audience, by capturing geolocation data within 50 meters with a deviation less than 5 meters.



# Verify Campaign Effectiveness

Track whether ad clickers visited offline auto shows

Vpon’s data capability can constantly optimize and improve offline market performance. The graph indicates that the number of visitors continues to grow during Phase I and reaches a higher growth rate at Phase II. For Phase III, there is a **32%** increase in the number of offline visitors going to auto shows after see the ad.





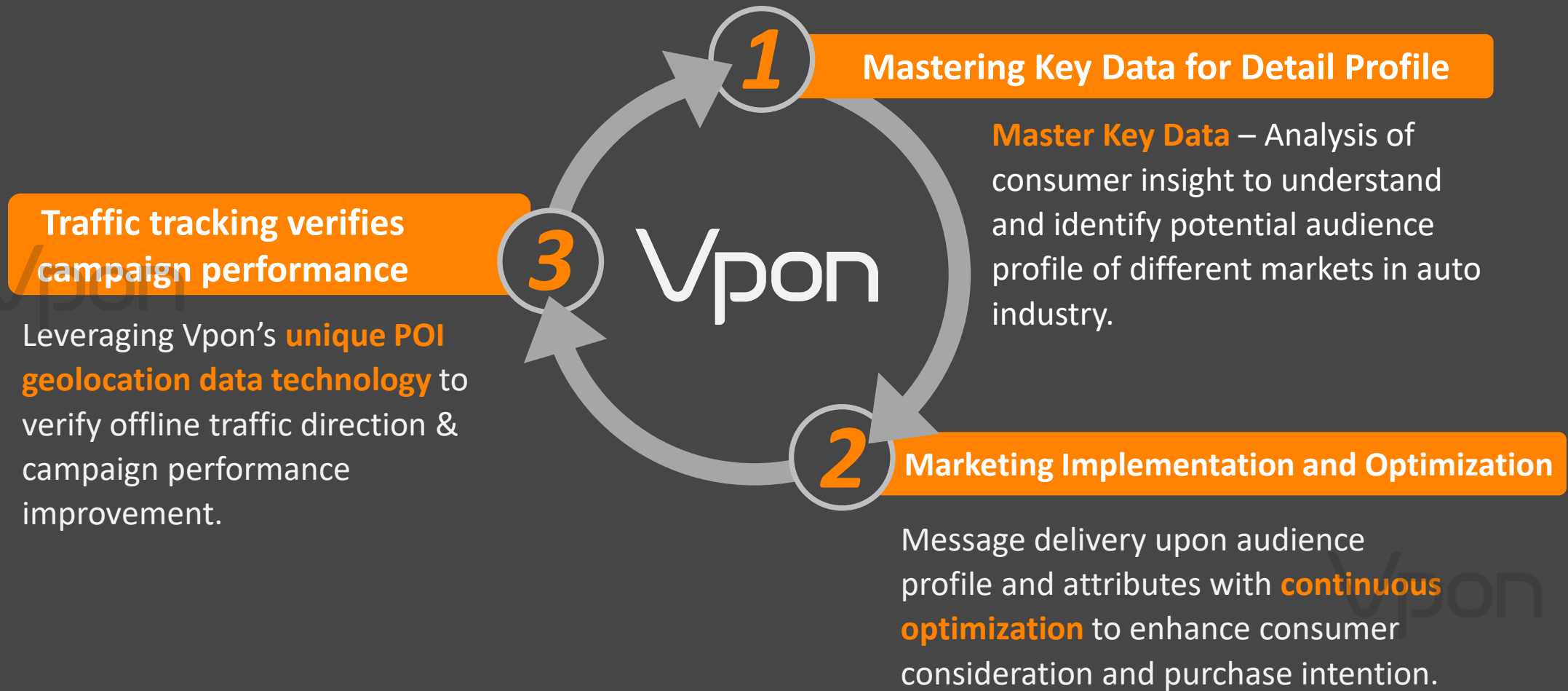
# *Recap*

**Mastering the Pulse of Data**

**Becoming the Leader of the Industry**



# Find New Business Opportunities from Data under the Pandemic





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