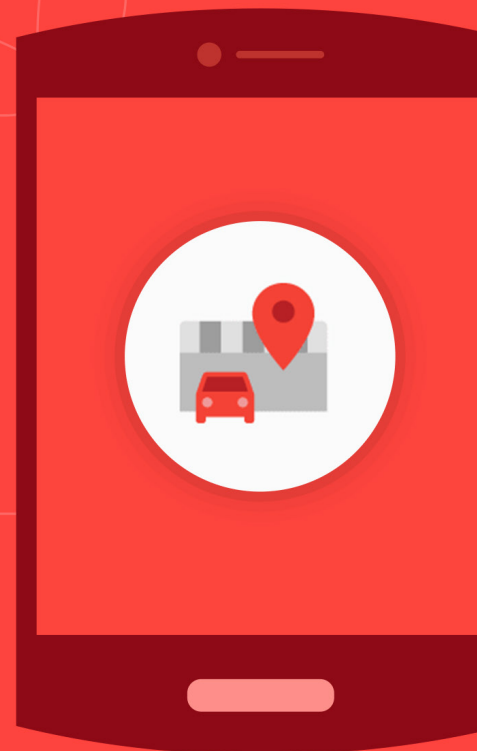
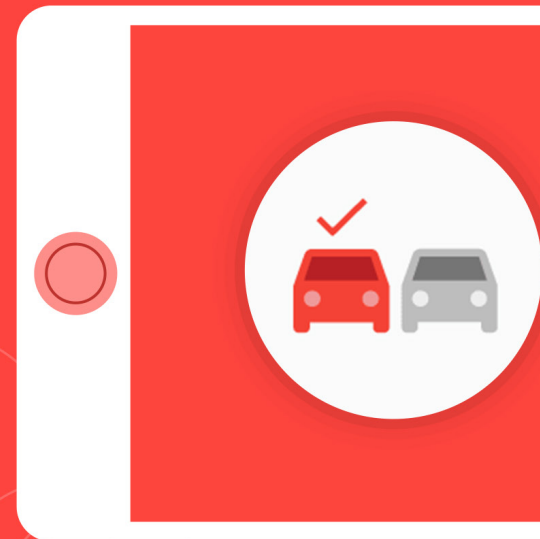
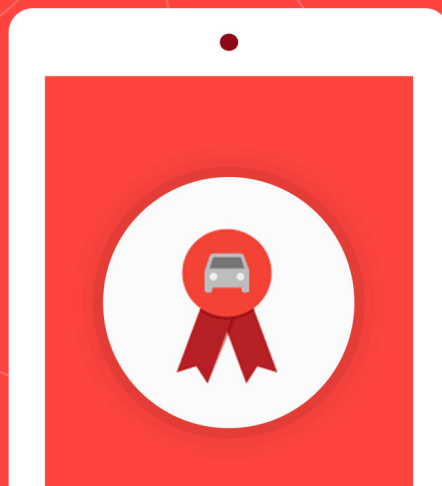
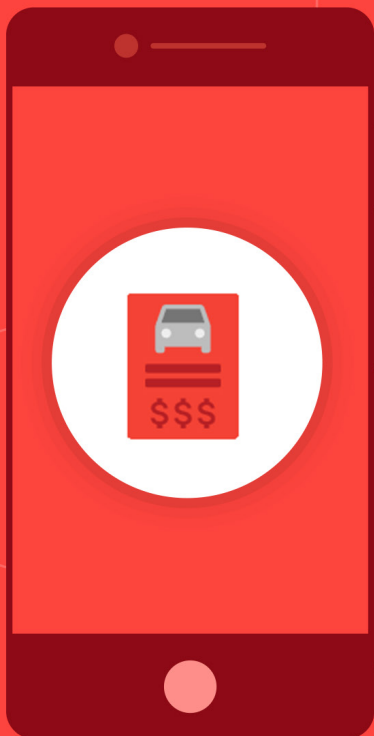




**Adpearance**

The Essential Guide to  
**Lowering Conversion Costs**  
**with Micro-Moments**



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Aligning your digital marketing with Google's micro-moments is all about getting in front of the right customer, at the right time, with the right information. Decrease conversion costs and get the most from your advertising spend by targeting shoppers who are ready-to-buy.



# Intro to Micro-Moments

It's no secret that mobile technology has drastically changed the way we do business. Mobile has become integrated into each part of our daily lives, bringing about a fundamental change in the way people consume media. As time spent online has evolved into many fragmented interactions throughout the day, consumer behavior has also changed.<sup>1</sup> Google has invested deeply in researching this evolution and the rise in mobile adoption. Some of the stand-out findings that speak to the role of mobile in the shift in consumer behavior:<sup>2</sup>

- ➔ **82% of smartphone users use their phones to influence a purchase decision in a store**
- ➔ **90% of smartphone users have used their phone to make progress towards a long-term goal or multi-step process while out and about**
- ➔ **91% of smartphone users turn to their phone for ideas while doing a given task**

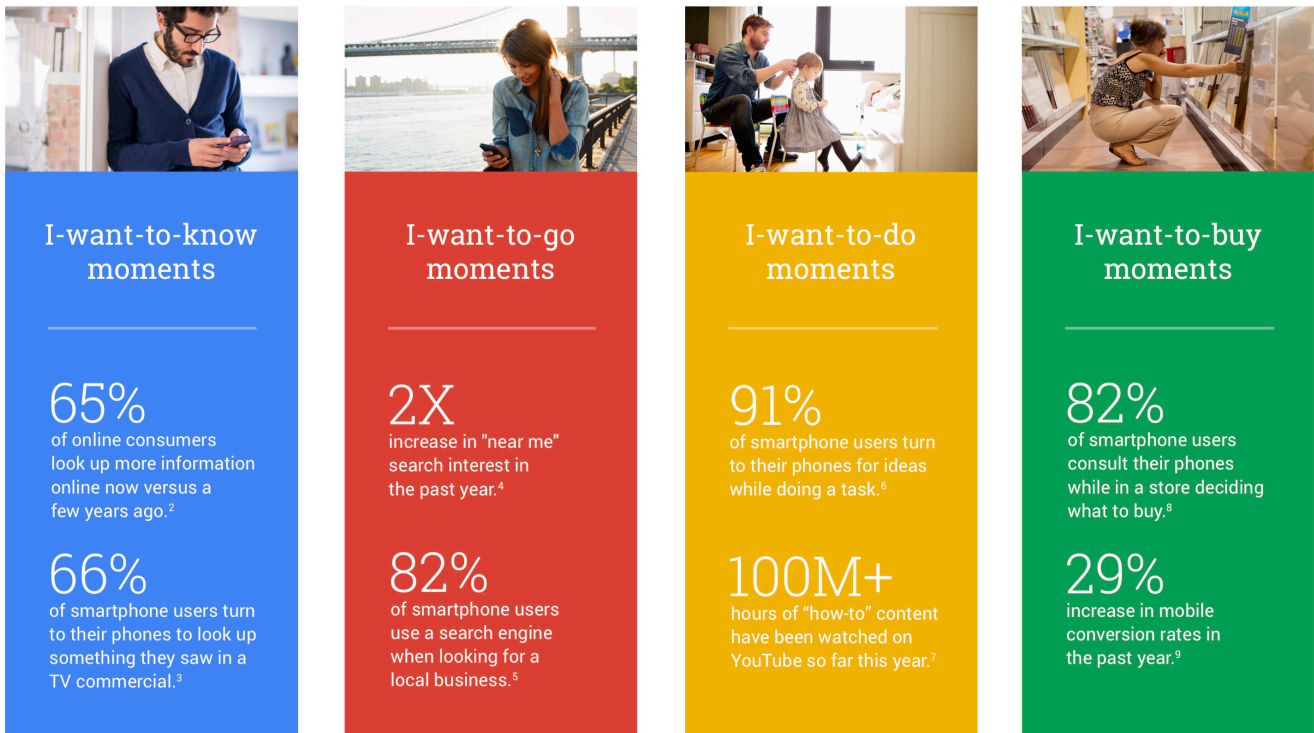
Smartphones are the resource in consumers' hands that they turn to in times of need or when expecting an immediate answer. The ubiquity of smartphones in a wide range of processes, from working toward a goal to making a purchase, led Google to develop the concept of micro-moments.

Micro-moments are the seemingly impulsive times in a consumer's journey where they are acting on a need. They are the moments along the path to purchase when consumers encounter an issue or need a question answered, so they turn to their phones. In Google's research, micro-moments have come to illustrate the modern customer journey that doesn't follow a logical, ordered path. There's no longer a clearly defined path to purchase, but brands can look to micro-moments as the crucial moments where preferences are shaped, and decisions are made. Micro-moments are where brands can reach consumers and influence their decision-making.

At a high level, Google's micro-moments can be grouped into 'I-want-to-know, I-want-to-go, I-want-to-do, and/or I-want-to-buy' categories.

*There's no longer a clearly defined path to purchase, but brands can look to micro-moments as the crucial moments where preferences are shaped, and decisions are made.*





Source: Search Engine Land

## Automotive Micro-Moments

In automotive, micro-moments that fall under the 'I-want-to-buy' category are most relevant to auto dealerships and manufacturers. There are five 'I-want-to-buy' micro-moments specific to purchasing a vehicle, with each

micro-moment capturing the moments when car shoppers turn to digital to help their decision-making and move farther along the path to purchase.

### Google Micro-Moments



Source: Adpearance



## Which car is best?

At this stage, a car shopper is just entering the market. They are researching their options and most likely considering multiple makes and models. Today, six out of 10 car shoppers enter the market unsure of which vehicle they want.<sup>3</sup> They look to online reviews, videos, blogs, forums, consumer reports, and other sources that can answer their preliminary questions.

## Is it right for me?

Once a car shopper has determined what their options are, they have narrowed their search and may be considering a specific vehicle or two, weighing which option best fits their needs. Research at this stage becomes more practical, with questions about gas mileage, seating, safety ratings, and more top of mind. Car shoppers will again turn to online reviews, videos, blogs, and forums, and look for product images and model comparisons.

## Can I afford it?

When a car shopper knows what they want, they need to know if they can afford it. They begin to get more specific, searching for MSRP and list prices. They look to manufacturers and dealerships, and use online tools to consider monthly payments, lease incentives, and trade-in valuation.

## Am I getting a deal?

Now one step closer to purchasing, a car shopper needs to know if they're getting a great deal. At this stage, they'll request e-prices and use Kelley Blue Book or other online resources to determine how and when to get the best deal.

## Where to buy?

What used to be the first step toward purchasing a vehicle is now the last. In this final stage, a car shopper knows what they want and what they want to pay – now they need to determine where to buy. The question of where to buy may happen at home or at a competitor. 'Near me' searches and other local queries will bring them to the dealership they'll ultimately purchase from.



# The Micro-Moments That Matter to Auto Dealerships

Automotive micro-moments can be separated into two distinct groups—‘research’ and ‘ready-to-buy’.

‘Which car is best’ and ‘is it right for me’ micro-moments fall at the top of the sales funnel, where the car shopper is still in research mode. While some research micro-moments are relevant for auto dealerships to target, such as branded exact-match model keywords, for the most part research micro-moments should be left to OEMs and national resources.

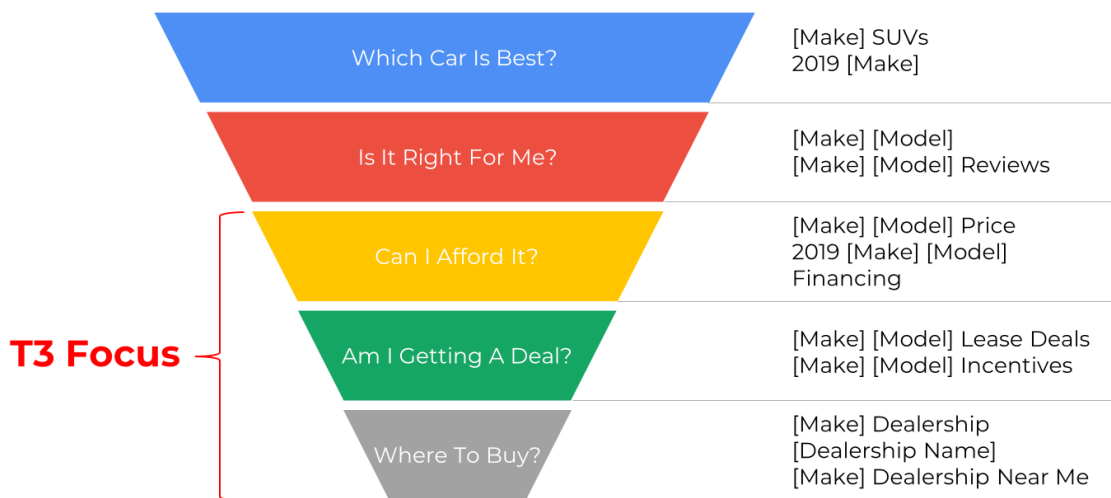
By narrowing targeting to ready-to-buy micro-moments and decreasing spend on research micro-moments, auto dealerships can spend their advertising dollars more effectively and see an overall decrease in conversion costs.

‘Can I afford it,’ ‘am I getting a deal,’ and ‘where to buy’ are the micro-moments that demonstrate ready-to-buy intent. These are the micro-moments that auto dealerships should target.

By aligning advertising campaigns and spend with searches related to ready-to-buy micro-moments, auto dealers will reach customers at key decision-making moments low in the sales funnel. In these moments, car shoppers know what make and model they want and are ready to consider price and dealership.

By focusing on ready-to-buy moments, local dealerships can also avoid competing against national brands and manufacturers in search results, a win-win for dealerships and the OEMs they represent.

## Google Micro-Moments



Source: Adpearance

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# Aligning Micro-Moments & Digital Advertising

Aligning your marketing efforts with a micro-moment strategy is a useful framework for deciding where and how to prioritize your budget.

Focusing on ready-to-buy micro-moments directs your budget toward the right consumers and ensures you see the highest return from your marketing spend.

Aligning your overall digital advertising strategies around the core concept of micro-moments will help you reach the right user, with the right message, at the right time. What does this look like in practice?

## Audience

Reaching the right user means using bidding strategies and audience features to capture more targeted shoppers. Be aggressive to target car shoppers with a web browsing history that demonstrates clear buying intent.

**2019 Make® Model | Starting At \$XX,XXX**  
[Ad] [www.yourdealership/Make/Model](#) (555) 555-5555  
Shop Our "Make Model" Inventory. Available at Dealership Name!  
Locally Trusted · Financing Options · Full Service Department · Open 7 Days a Week

**Value Your Trade**  
Learn What Your Car Is Worth Today!  
Value Your Trade-In Online!

**Service Department**  
Need Maintenance Or Repair?  
Schedule An Appointment Today!

**Get Directions**  
Knowledgeable & Friendly Staff.  
Come Browse Our New Car Inventory!

**View Inventory**  
Trying To Find The Perfect Car?  
Browse Our New & Used Vehicles Now!

*Can-I-Afford-It Ad Example*

Source: Adpearance

## Messaging

Having the right message means presenting strong, dynamic messages that are relevant to the specific shopper's specific query. Show lease messaging to lease shoppers, feature your dealership's location when they search "near me," and show price to shoppers asking for MSRP and 'am I getting a deal' questions.

**2019 Make Model | Lease For \$XXX/mo**

[Ad] [www.yourdealership/Lease/Model](#) (555) 555-5555  
Call For Pricing Information & Details. Shop Dealership Name Today & Save!  
Locally Trusted · Financing Options · Full Service Department · Open 7 Days a Week

**Value Your Trade**  
Learn What Your Car Is Worth Today!  
Value Your Trade-In Online!

**Service Department**  
Need Maintenance Or Repair?  
Schedule An Appointment Today!

**Get Directions**  
Knowledgeable & Friendly Staff.  
Come Browse Our New Car Inventory!

**View Inventory**  
Trying To Find The Perfect Car?  
Browse Our New & Used Vehicles Now!

*Am-I-Getting-A-Deal Ad Example*

Source: Adpearance

## Strategy

To structure your digital advertising around a micro-moment strategy, the first step is to segment keywords into corresponding micro-moment campaigns. Reduce bids on the highest funnel keywords and research micro-moments, such as:

- [Make] SUVs
- 2019 [Make]
- [Make][Model]
- [Make][Model] Reviews



In doing so, you will be entering the auction less aggressively for these high-cost, popular, but generic terms. This will result in earning a lower ad position or sometimes not showing at all for those search queries. That's OK – this will eliminate traffic that doesn't convert and is expensive, meaning you'll see better conversion rates and a decrease in cost-per-lead.

Next, build out your campaigns around ready-to-buy micro-moments. Target can-I-afford-it, am-I-getting-a-deal, and where-to-buy keywords under ready-to-buy micro-moments, such as:

- Make][Model] Price
- 2019 [Make][Model]
- [Model] Financing
- [Make][Model] Lease Deals
- [Make][Model] Incentives
- [Make] Dealership
- [Dealership Name]
- [Make] Dealership Near Me

City Make® Dealer | Browse Our Inventory

 yourdealership.com/New/Inventory (555) 555-5555

Get Up To \$X,XXX Off MSRP. Visit Dealership Name Now & Save.

Locally Trusted · Financing Options · Full Service Department · Open 7 Days a Week

**Value Your Trade**

Learn What Your Car Is Worth Today!

Value Your Trade-In Online!

**Service Department**

Need Maintenance Or Repair?

Schedule An Appointment Today!

**Get Directions**

Knowledgeable & Friendly Staff.

Come Browse Our New Car Inventory!

**View Inventory**

Trying To Find The Perfect Car?

Browse Our New & Used Vehicles Now!

*Ready-to-Buy Ad Example*

Source: Adpearance

Directing the majority of your ad spend to these campaigns will mean your ads will show on search queries that demonstrate likelihood-to-buy versus consideration.

The keywords in these campaigns target shoppers who are closer to picking up their phones to call or fill out a form on your website.

By focusing on reaching high-quality leads who have already shown buying intent, you will see a decrease in cost-per-click. And, by placing an emphasis on keywords that have buying intent and are in the ready-to-buy category, you'll convert the clicks you bring to your site at a higher rate.

## Lower Conversion Costs with a Micro-Moment Strategy

To maximize the return on your advertising dollars, partner with a digital provider that is an expert in tracking micro-moment performance and budget allocation.

Ensure your digital advertising provider is focusing on micro-moments and ready-to-buy keywords by asking the following questions:





- ➔ Can you provide an approximate breakdown of my ad spend by micro-moment?
- ➔ What are your strategies to make sure the right ready-to-buy micro-moments are emphasized?
- ➔ How do you track investment by micro-moment on an ongoing basis for my account?
- ➔ Micro-moments aren't just about controlling spend for certain keywords. What strategies beyond keywords do you utilize to reach the right shoppers in the right moments?

- ➔ Are you working on any data tests regarding micro-moments or do you have any results on how adopting this strategy has affected performance?

As a leader in micro-moments-based ad strategies for auto dealerships, at Adpearance 74.91% of all advertising dollars are directed into ready-to-buy keywords.

We have achieved 100% effectiveness for attributing ad spend to micro-moments for key OEM and search partners.

*As a leader in micro-moments-based ad strategies for auto dealerships, at Adpearance 74.91% of all advertising dollars are directed into ready-to-buy keywords.*

With a micro-moment strategy, dealers we've worked with have seen increased conversion rates from their paid website activity. In fact, digital advertising campaigns that we've run with a micro-moment strategy have shown the following results:

↓ 12.5%

**decrease in cost per conversion** with acct. optimizations designed to put a bid and budget focus on ready-to-buy micro-moments

↓ 11.4%

**decrease in cost per conversion** for 'buying intent' style keywords compared to broader match model terms

↑ 15.4%

**increase in conversions** when using tiered targeting strategies and data-driven budget allocation decisions

↑ 16.8%

**increase in CTR** when using real-time and accurate inventory information (price, savings, lease deals, stock amounts) in ad text





At Adpearance, we've successfully lowered conversion costs for hundreds of automotive dealers. As a full-service digital provider, we leverage sales intelligence and integrations that help you succeed with your micro-moment goals by tracking in real-time the investments in your account.

Get in touch to learn more about our micro-moment approach to digital advertising.

#### SOURCES

<sup>1</sup> "How Micro-Moments Are Changing the Rules." Google, Google, [www.thinkwithgoogle.com/marketing-resources/micro-moments/how-micromoments-are-changing-rules/](http://www.thinkwithgoogle.com/marketing-resources/micro-moments/how-micromoments-are-changing-rules/).

<sup>2</sup> "How Google Can Help You Win the Moment." Smart Insights, 30 July 2015, [www.smartinsights.com/digital-marketing-platforms/google-marketing/google-micro-moments/](http://www.smartinsights.com/digital-marketing-platforms/google-marketing/google-micro-moments/).

<sup>3</sup> "The 5 Auto Shopping Moments Every Brand Must Own." Google, Google, [www.thinkwithgoogle.com/marketing-resources/micro-moments/five-auto-shopping-moments-every-brand-must-own/](http://www.thinkwithgoogle.com/marketing-resources/micro-moments/five-auto-shopping-moments-every-brand-must-own/).

<sup>4</sup> "The Importance of Micro-Moments: The Mobile Customer Journey." Search Engine Land, 14 June 2016, [searchengineland.com/importance-micro-moments-mobile-customer-journey-251291](http://searchengineland.com/importance-micro-moments-mobile-customer-journey-251291).

<sup>5</sup> Adpearance. "Google's Micro-Moments Explained" Mar. 2019 (Webinar).

**Learn more about  
digital advertising**



Adpearance is a marketing and sales solutions company in Portland, Oregon. Our team of digital marketing specialists are ready to tackle your business challenge. Contact us today!