

Gartner®

Digital IQ Index

Auto US 2020

March 2020

EXCERPT

The Full Report is Available to Gartner Clients Only.



Executive Summary

The threat of stagnating demand, the U.S.-China trade war and stricter carbon regulations are forcing automakers to cut costs, streamline lineups and pour billions into electric and driverless technology.¹ Among brands analyzed in the Digital IQ Index: Auto 2020, which benchmarks digital intelligence, 82% have made a public commitment to electrifying their lineup in the near future. In 2019, automakers backed these commitments with aggressive measures. Jaguar Land Rover, Ford Motor Co. and General Motors cut jobs to free up capital to invest in new technologies and survive in a stringent regulatory environment.² Rivals joined forces to share the cost of developing electric and driverless technology, and companies used digital channels to reinforce their commitments to new technologies. On average, Index brands allocated 30% of their Google text ads on nonbranded keywords to the energy efficiency category, and 78% have built out dedicated pages outlining their hybrid, electric or future offerings.

Automakers tackling the “mobility revolution” must simultaneously address unsolved problems of the past: namely, the fragmented auto sales model. While 68% of the Index now maintains consistent branding elements across dealer sites, the dealer lot still disappoints.³ As OEMs approach a new paradigm of mobility, they can no longer afford to relinquish half of the shopping experience to dealers and hope they execute. OEMs are rapidly developing digital technologies like online showrooms and price transparency programs to absorb as much of the purchase process as possible.

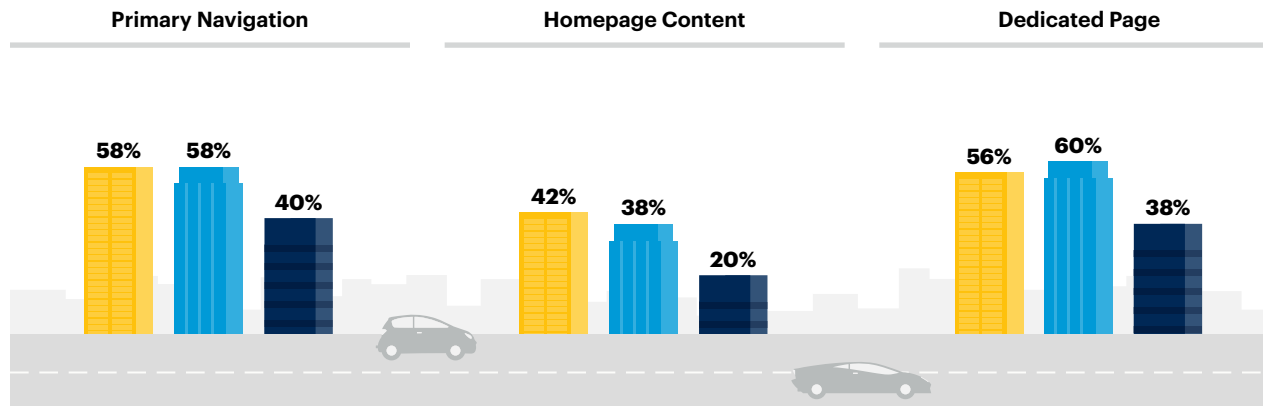
1. “Car Industry Swerves to Avoid Hazards Ahead,” Financial Times.

2. “Ford to Cut Thousands of European Jobs in Savings Drive,” Financial Times; “Jaguar Land Rover to Cut 4,500 Jobs,” Financial Times; “GM’s Mary Barra Bets Big on an Electric, Self-Driving Future,” Bloomberg Businessweek.

3. “Car Buyer Journey 2019,” Cox Automotive.

Auto US: Adoption of Site Content Hubs Among Index Brands

December 2019 ■ Electric/Hybrid or Alternative Fuel Initiative ■ Future Models/Concept Cars or Future Initiatives ■ Both



n = 45 Brands
Source: Gartner Digital IQ Index: Auto US 2020

Key Findings

- Seventy-eight percent of Index brands have a dedicated page detailing either their hybrid, electric or future initiatives, using them as landing pages for Google text ads.
- Despite OEMs incrementally improving dealer sites, the dealer lot experience still disappoints, pushing OEMs to use digital technologies to absorb more of the shopping experience.
- While 55% of Index brands place text ads on competitors’ branded keywords, only 13% leverage comparison language and comparison landing pages to acquire new targets.

Key Recommendations

- Communicate and promote investment in energy-efficient technologies across digital channels, from site and display ads to Google text ads.
- Develop site features that emulate the digital retail shopping experience, such as guided selling tools, assigned default dealers based on geolocation, user ratings and reviews, and comprehensive dealership profiles.
- Use targeted language and drive to comparison landing pages from competitive Google text ads, whether these landing pages are a comparison section on a vehicle page or a dedicated head-to-head model page.

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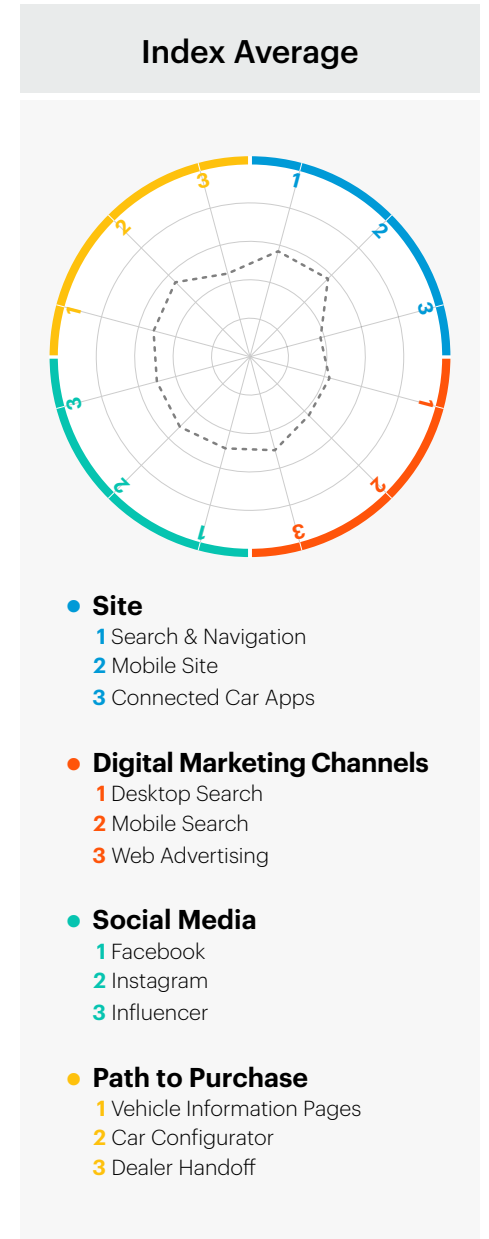
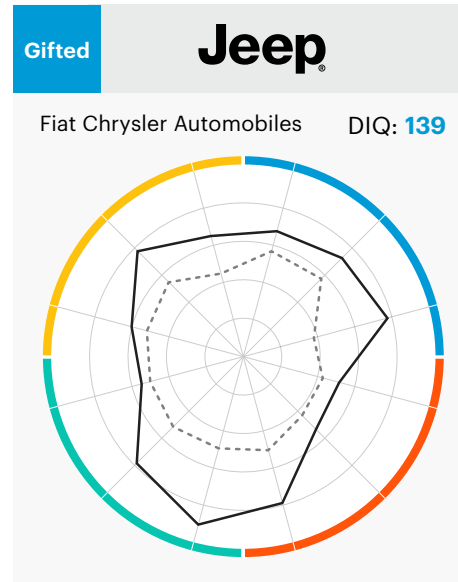
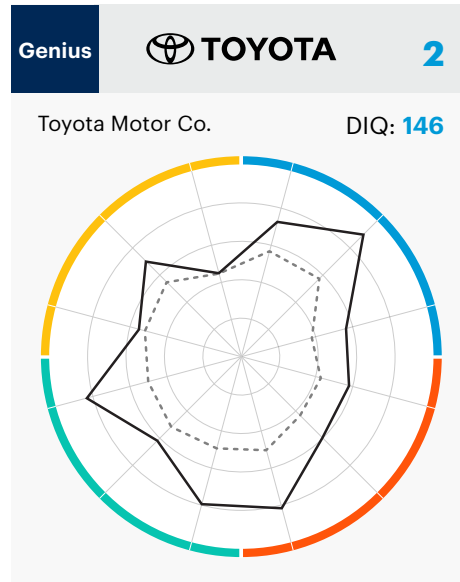
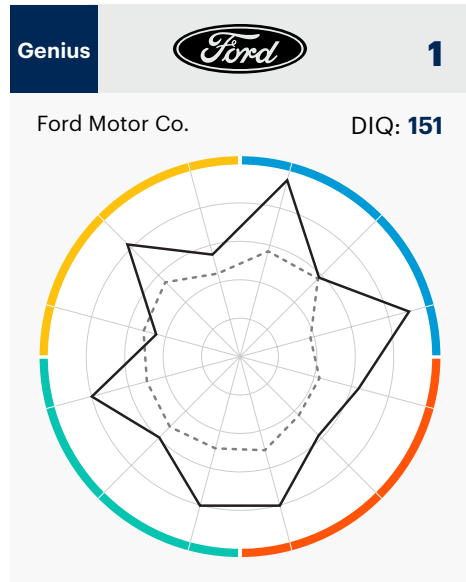
Zachary Norris | Sr. Designer

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DIGITAL IQ INDEX: AUTO US 2020

Executive Summary **Ranking**



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DIGITAL IQ INDEX: AUTO US 2020

Executive Summary **Ranking**

Gifted

Rank	Brand	Digital IQ
6	 RAM Fiat Chrysler Automobiles	130
7	 Volkswagen	129
8	 HONDA Honda Motor Co.	128
9	 Hyundai Motor Group	125
10	 Nissan Motor Co.	124
11	 Toyota Motor Co.	121
11	 PORSCHE Volkswagen	121

Rank	Brand	Digital IQ
13	 Geely	119
14	 MAZDA Mazda Motor	118
15	 Daimler	117
16	 Volkswagen	116
17	 Fiat Chrysler Automobiles	113
18	 BMW	112
18	 SUBARU Fuji Heavy Industries	112

Average

Rank	Brand	Digital IQ
20	 ACURA Honda Motor Co.	111
21	 General Motors Co.	109
22	 <i>Cadillac</i> General Motors Co.	108
23	 Fiat Chrysler Automobiles	107
24	 TESLA Tesla Motors	106
25	 THE LINCOLN MOTOR COMPANY Ford Motor Co.	95
26	 LAND-ROVER Tata Motor Group	93

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Executive Summary Ranking

Rank	Brand	Digital IQ	Rank	Brand	Digital IQ	Rank	Brand	Digital IQ
27	 BUICK General Motors Co.	92	34	 Ferrari Fiat Chrysler Automobiles	78	41	Polestar Geely	53
28	 MITSUBISHI MOTORS Mitsubishi Group	90	35	 INFINITI Nissan Motor Co.	77	41	 Rolls-Royce® BMW	53
29	 ALFA ROMEO Fiat Chrysler Automobiles	89	35	 McLaren McLaren Automotive	77	43	 BUGATTI Volkswagen	49
30	 JAGUAR Tata Motor Group	87	37	 BENTLEY Volkswagen	74	44	 RIVIAN Rivian Automotive	47
31	 GENESIS Hyundai Motor Group	81	38	 MASERATI Fiat Chrysler Automobiles	68	45	 LOTUS Proton	32
31	 LAMBORGHINI Volkswagen	81	39	 ASTON MARTIN Aston Martin Lagonda	67			
33	 FIAT Fiat Chrysler Automobiles	79	39	 MINI BMW	67			

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