

THE LOST AGENCY



Auto Industry



Analysis of the Auto Industry







This study looks at the major worldwide automotive manufacturer's adoption of web analytics. Considering the content richness of automotive sites and unique value proposition, coupled with the amazing opportunity that represents behavioural analysis, we would expect 100% of them to make extensive use of analytics.

Forbes Global 2000 Annual Financial Figures (2007-2008)

	Sales	Profits	Assets	Market Value
Average	72.61 Billion	735 million	91.31 billion	33.32 billion
Total	1.524 Trillion	15.45 Billion	1.917 trillion	699 billion

Forbes Global 2000 Average Rank 418.62 (21 Companies)

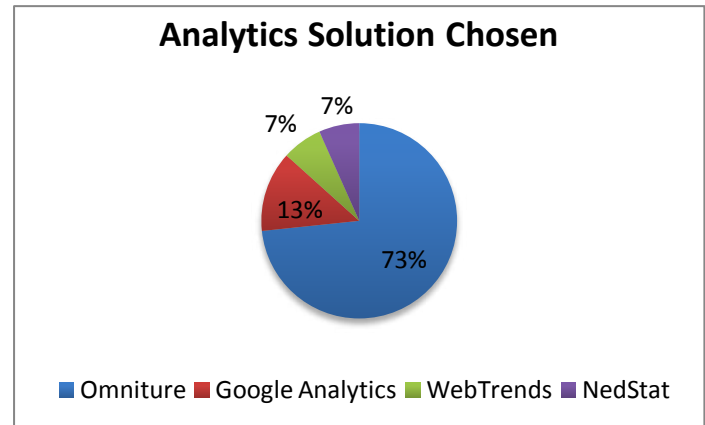
Web Analytics Implemented

Country	% of Industry	Using Analytics	Why a lower implementation
	42.86%	77.78%	Web Analytics language support
	19.05%	100%	
	14.29%	100%	
	9.52%	0	Web Analytics language support
	9.52%	100%	
	4.76%	100%	

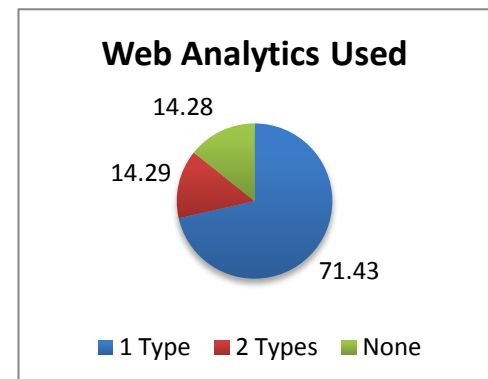
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Omniture is still the leading web analytics provider to the auto industry. There were only 4 web analytics tools used, this will likely change as the economy shrinks marketing budgets.



A majority (71.43%) of the sites are only using 1 type of web analytics tool. Multiple tools can be helpful as each has different features and benefits, so provide better usability testing, others provide quick access to reports and others are free.



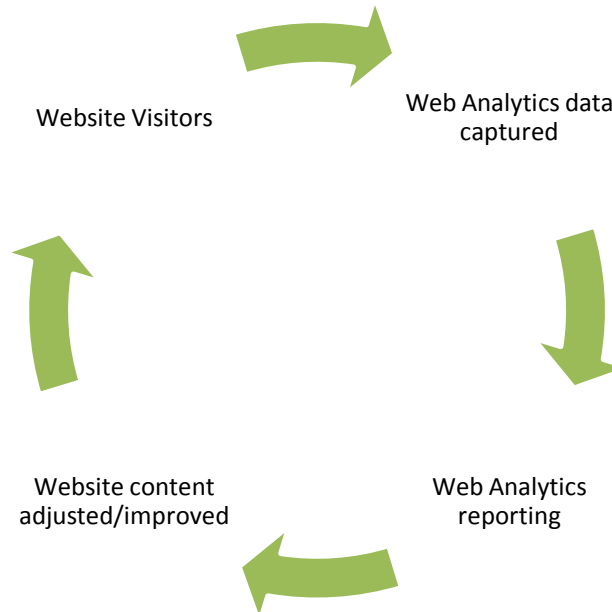
Industry Recommendations

This report was prepared on the world's largest 21 publically listed companies. As best practice there should be 100% use of web analytics tools within any industry. Web Analytics should be more important in the auto industry with such low profit margins every dollar counts, with a rate of 71.43% it places this industry behind in its ability to correctly gather data from their online campaigns. Web Analytics tools seem to be language dependant as there are less tools that support multiple languages and this seems to affect implementation.

Using various analytics tools they have the ability to undertake testing on elements within the site to drive increased signups, contact forms and even online sales. Web analytics should be the central focus of their marketing activities.

Companies Analysed

Toyota Motor
 Volkswagen Group
 Daimler
 Honda Motor
 Nissan Motor
 BMW-Motor
 Renault
 Fiat Group
 Hyundai Motor
 Porsche
 Peugeot Groupe
 Suzuki Motor
 Ford Motor
 Toyota Industries
 General Motors
 Mazda Motor
 Isuzu Motors
 Yamaha Motor
 Hyundai Mobis
 Mitsubishi Motors
 Harley-Davidson





Who are The Lost Agency?

The Lost Agency is a web analytics focused search engine optimisation agency who is working to help business get found online. We have a true love of web analytics because of the important information it delivers to business and offers the ability to track ROI on your campaigns.



If you are not tracking your website correctly how do you know if you are ready succeeding or just treading water?

<http://www.thelostagency.com/>

What is WASP?

Nearly 10,000 web analytics practitioners' & analysts use WASP to analyse over 20,000 websites daily. It has been cited as one of the top web analytics tools for 2008.

- Built specifically for web analytics professionals
- Intuitive & easy to use interface with no technical knowledge required
- In context information/as you browse
- Powerful crawler for tags audits
- Frequent updates & enhancements
- Work with all major web analytics vendors
- Affordable licensing model



<http://webanalyticssolutionprofiler.com/>