Expanding the Universe of EV Intenders

Using data-driven marketing to turn customers into buyers

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Introduction

The offerings in the retail electric vehicle (EV) market in the U.S. are on the rise, primarily driven by technological advancements, expanding product lineups, evolving consumer preferences and a heightened focus on sustainability.

Already in the U.S., there are 73 EV models available on the market. That number is expected to rise rapidly to 260 in 2026, according to a Wards Intelligence/GlobalData forecast, promising to broaden availability and product choice for consumers significantly.

But there's a problem. Dealers find it challenging to persuade shoppers to consider buying EVs. An estimated 3,000 retailers recently signed a letter encouraging President Biden to roll back U.S. targets his administration set to have EVs make up at least half of all new vehicles sold annually by 2030, saying EVs "are stacking up in our lots,"

Car buyers' concerns about high EV prices, their limitations in driving range and the lack of a high-speed public charging infrastructure are among the most significant roadblocks to adoption. Navigating the road to success with EV intenders will take data-driven marketing with targeted messaging. The messaging must both overcome potential buyers' pain points and lean into different intenders' motivations for getting an EV.

Strategic marketing – targeting the right customer with the right message, at the right time, on the right screen – like some of the dealerships featured in this ebook, is a highly effective approach that can help dealers get EVs zooming off their lots. And with multiscreen attribution, dealerships can know which ads are working.

Understanding Your Buyers and What Motivates Them

As EV buying moves from first adopters to mainstream, and becomes more affordable, it is important to know what motivates different buyers (not just the roadblocks). Data from researchers such as Urban Science, True Car and J.D. Power hint at why vehicle buyers of different generations purchase EVs.

- **Millennials (1981-1996) & Generation Z (1997-2002):** cost savings, technological factors, and belief that EVs are the future of transportation and a way to help turn back global warming.
- **Young baby boomers (1955-1964) & Generation X (1965-1980):** see the opportunity to use EVs to power their homes if an electrical grid failure has a significant benefit.
- **Older baby boomers (1946-1954):** ease of maintenance and operating-cost savings.

"You can look at the demographics of car buyers in a privacy-focused way, such as where they live, how much they make and all of that is helpful to identifying your target audience," says Tara Rego, Director of Automotive Sales for Spectrum Reach, the advertising sales business of Charter Communications, Inc. "Your messaging must also answer the larger questions buyers have. You want to put the needs of car buyers at the center of your marketing efforts and build trust through content that addresses their motivations, needs and concerns."

A lot of people are not buying EVs because they still have many unanswered questions about how EVs work and the charging infrastructure. Addressing those concerns are key to selling EVs.

"We've seen a lot of the large dealer groups do this well in their advertising, and now we're starting to see more of the independent dealers doing it as well," says Rego. "They have information on their websites dedicated to education and talking about the value of cost-effectiveness, safety features, the charging infrastructure, and how they can figure out what tax breaks they might qualify for. This all helps to lead intenders down the purchase path."
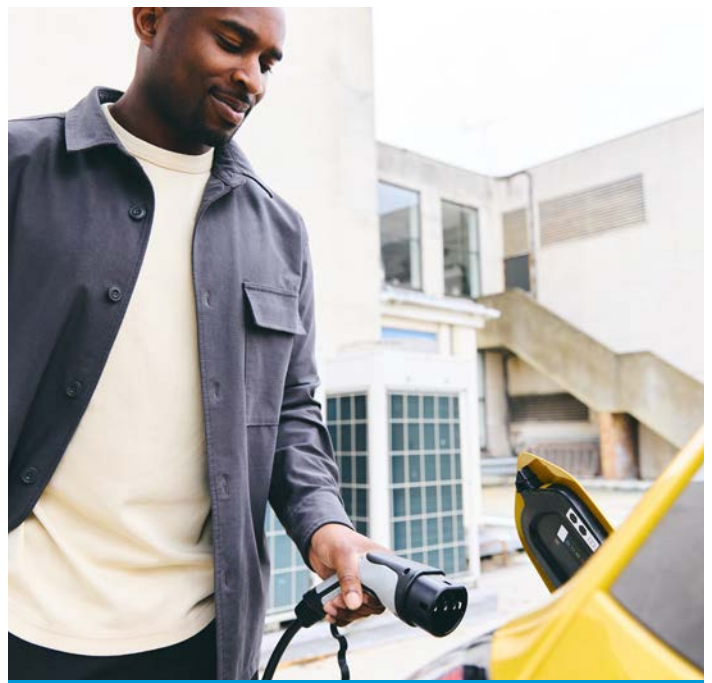
Targeting Strategies to Reach EV Intenders Effectively Across Screens

Auto dealers can work with media partners to develop strategies to target the right customers and convince a broader audience of the value of owning an EV.

"Dealers have their own first-party or second-party data on hand, so they know who their audience is," says Rego. "We can take the data and combine it with our aggregated and de-identified first-party data to help dealers reach EV intenders in a localized, targeted and efficient way."

In today's digital age, a multiscreen marketing approach is critical. Consumers interact with brands across various devices and platforms, making it imperative that dealerships have a strong presence across multiple channels. This enhances brand visibility and ensures the message reaches consumers wherever they are most active.

Spectrum Reach did just that for a Florida-based dealership, using a multiscreen campaign with data-informed TV and OTT streaming that targeted homes that fit the EV profile audience. The campaign also used customer insights to inform the creative. Knowing the typical power outages in Florida are inconvenient to residents, the campaign creative shows how EVs can power houses and return some normalcy to families living during a blackout – a motivating factor for Gen X buyers.

"Not only were we able to have precision targeting for this specific audience, the message in the advertising was just what buyers needed to hear," says Rego. (Spectrum Reach provides creative services for clients as well.) "It's an amazing commercial that shows this isn't just a family vehicle, that EVs have many other values."

Measuring the Impact of Marketing Channels

Measuring the effectiveness of media channels helps dealers know which are most successful in driving positive outcomes for their business. Metrics such as website traffic, engagement rates, conversion rates, and social media interactions, help dealers to understand the effect their marketing has on turning EV-curious shoppers into EV buyers.

Working with a multiscreen media partner, dealers can get more granular insights and are able to tie outcome-based performance to specific audiences, creatives, the TV networks and dayparts advertised on, and more. This rich data lets dealers optimize their campaign for better performance.

"Our partnerships with Blockgraph and Innovid enable us to deterministically measure actions taken after ad exposures across multiscreen environments," says Rego. "That means dealers can measure campaign outcomes, such as the website visits after being exposed to a commercial, and more."

With multiscreen attribution capabilities, Spectrum Reach was able to show a Texas dealership with two location which one's TV advertising was more effective at driving traffic to the dealership's website. Multiscreen reach and frequency reporting also was able to show which location's TV schedule reached the most audiences, was showed most frequently, and the impact on spend.

Knowing what's working well lets dealers adjust their campaigns for better media efficiency and outcomes.

Conclusion

As consumer interest grows and automakers expand their EV model lineups, it will be critical to reach and retain this new type of EV buyer.

Knowing more about the audience you serve will help in selecting the most effective sales channels through which to reach prospective customers and craft tailored messaging that better resonates with them.

Dealer should keep these guidelines in mind:
- Understand the needs and concerns of EV shoppers across multiple generations and economic groups.
- Develop buyer-profile-specific marketing and target those messages through the appropriate media to reach those potential customers.
- Become an informational resource for buyers when it comes to EV product information, how different models compare on charging speed and range and how and where to get fast charging in your area.
- Constantly evaluate your marketing impact through data analysis.
- Partner with a trusted auto advertising media partner to ensure your advertising plan shifts as needed to address market changes.

Those who take these steps to analyze and engage with EV intenders will be successful.

Learn more about how Spectrum Reach can help you find and target EV auto intenders at **www.spectrumreach.com/automotive**