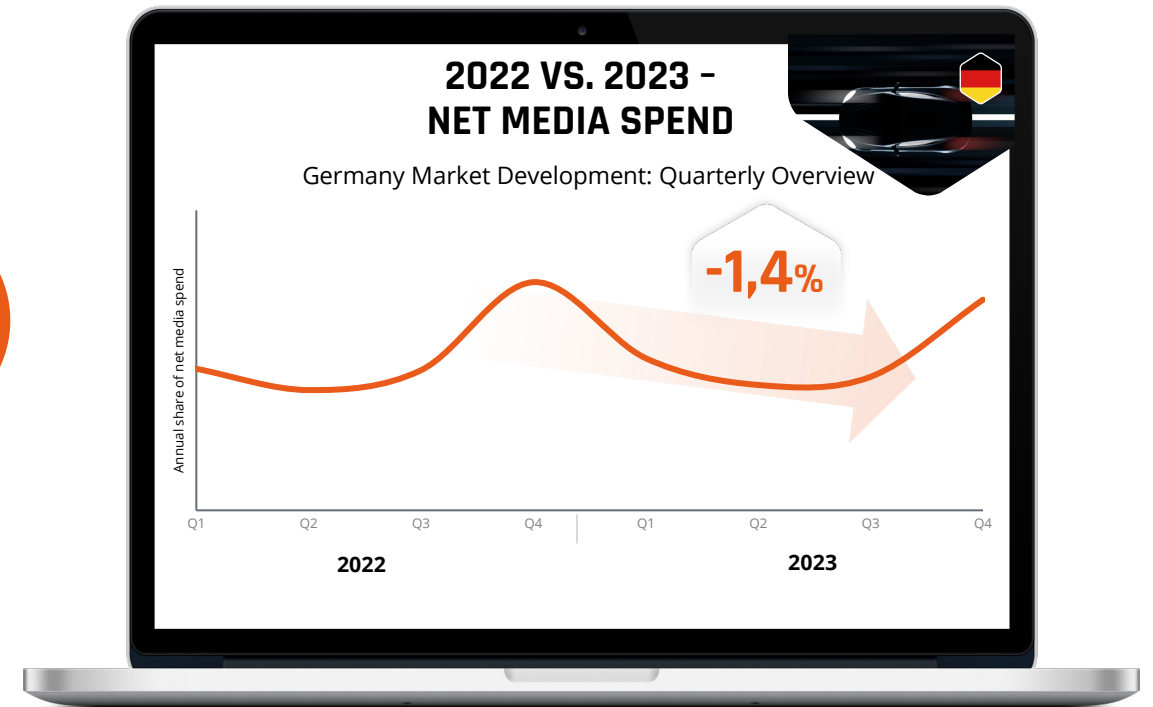


Automotive Marketing Benchmark



July 2024

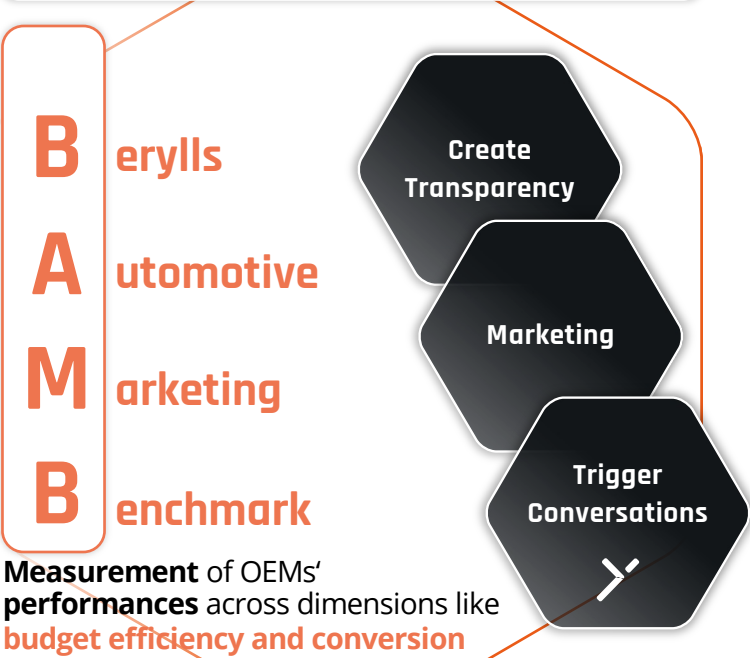
**AUTOMOTIVE MARKETING
GERMAN MARKET DEVELOPMENT 2022-2023**

WE BENCHMARK MARKETING & SALES FUNNEL PERFORMANCE.

Berylls Database: The breadth and depth of our data **in numbers**



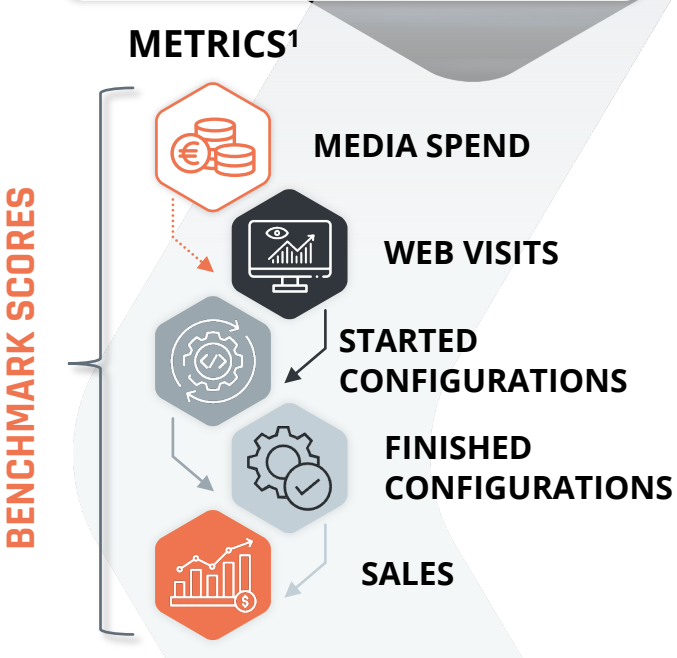
WHAT IS IT?



WHAT HAS IMPROVED IN THE LOGIC?



HOW IS IT DONE?

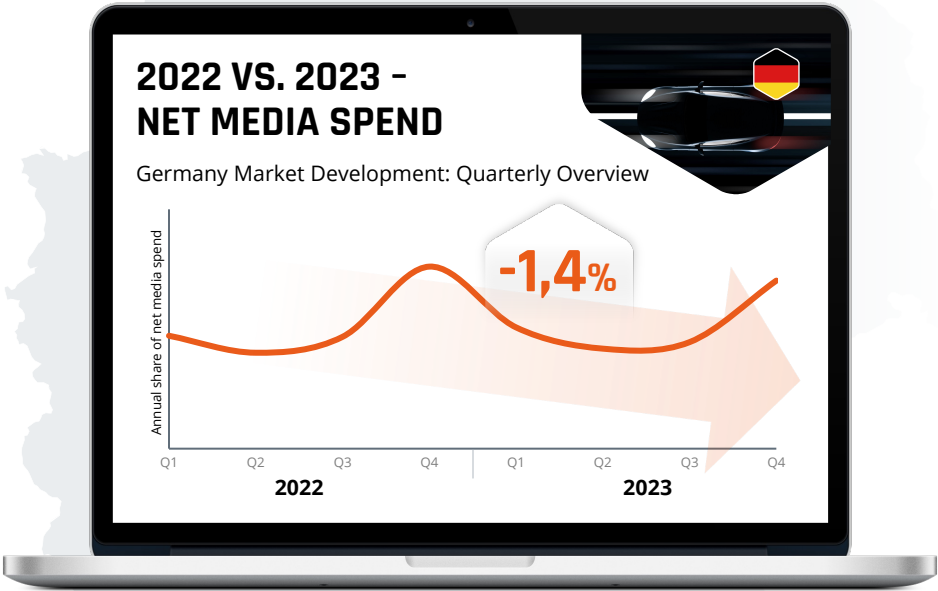


EVALUATION OF 17 INCUMBENT PASSENGER CAR BRANDS + 9 EMERGING BRANDS

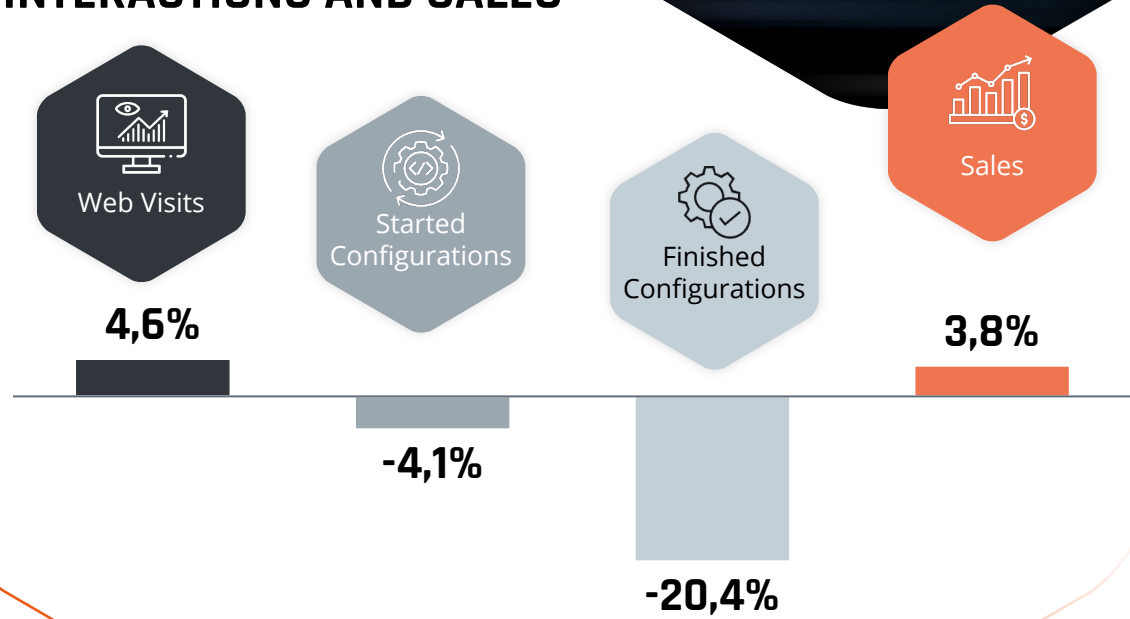


2022 VS. 2023 - DIGITAL CUSTOMER INTERACTIONS AND SALES

Germany Market Development: Simplified Overview

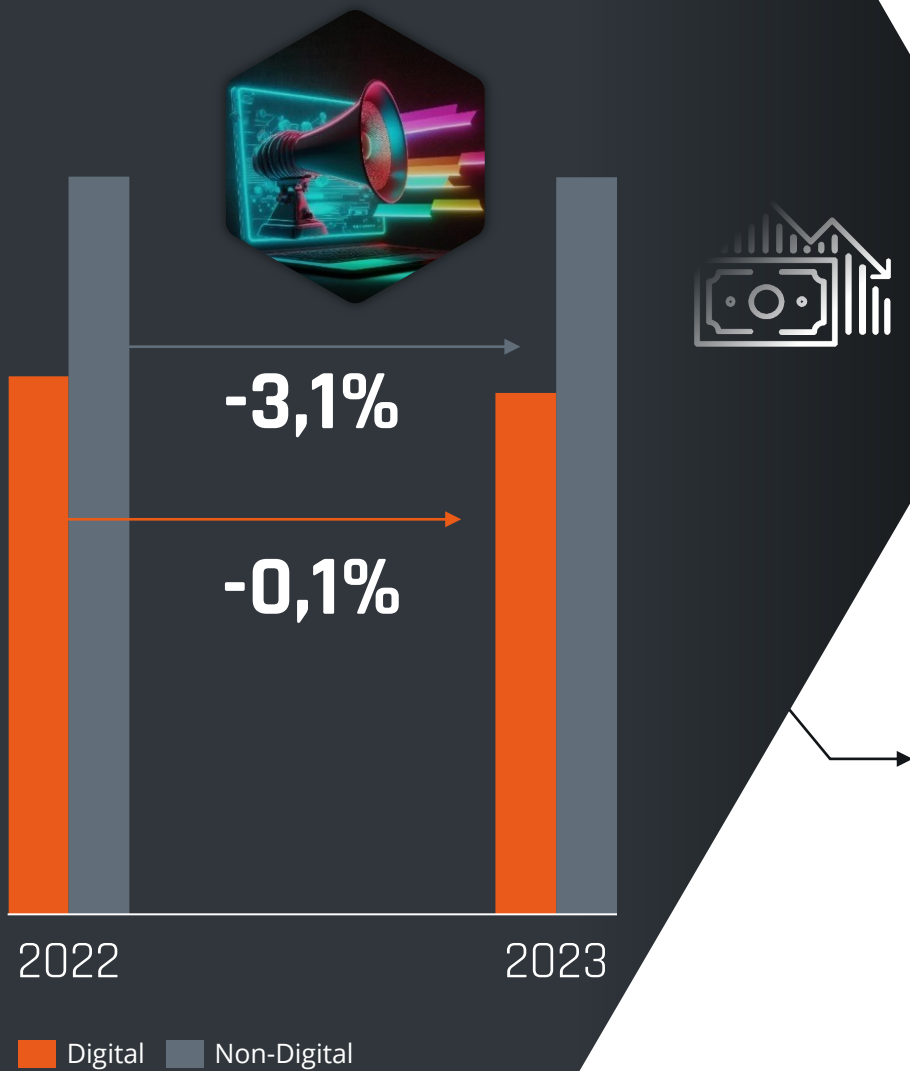


2022 VS. 2023 - DIGITAL CUSTOMER INTERACTIONS AND SALES



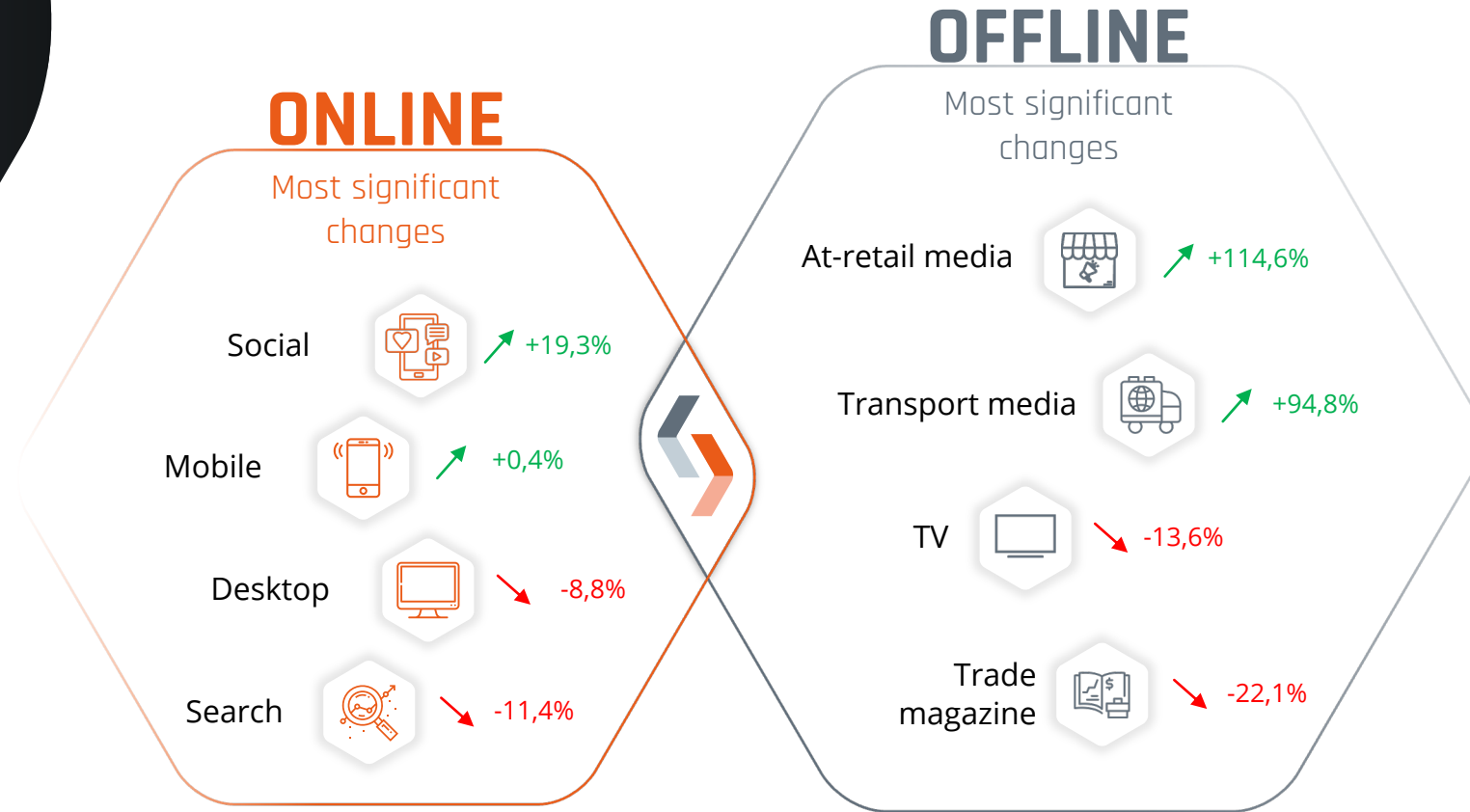
» **DESPITE SURGE IN WEB TRAFFIC AND SALES, INTERACTION WITH CONFIGURATORS DECLINE**





DECLINING ADVERTISING EXPENDITURE IN 2023

Due to cost pressures on OEMs, the media budget will decrease by 1.35% from 2022 to 2023.

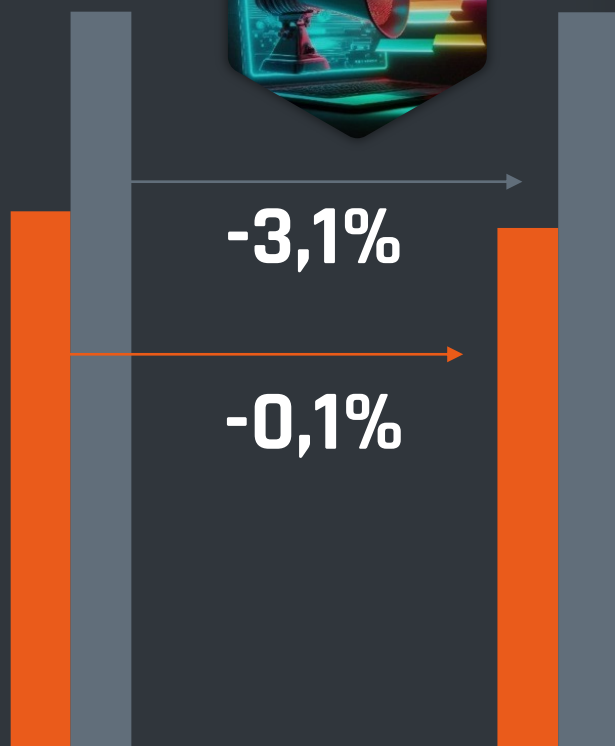


BERYLLS BUDGET OPTIMIZATION USES ADVANCED TECHNOLOGY TO MAXIMIZE MARKETING RESULTS BY OPTIMIZING YOUR MEDIA BUDGET - "WHAT, WHERE AND WHEN" TO SPEND.



DECLINING ADVERTISING EXPENDITURE IN 2023

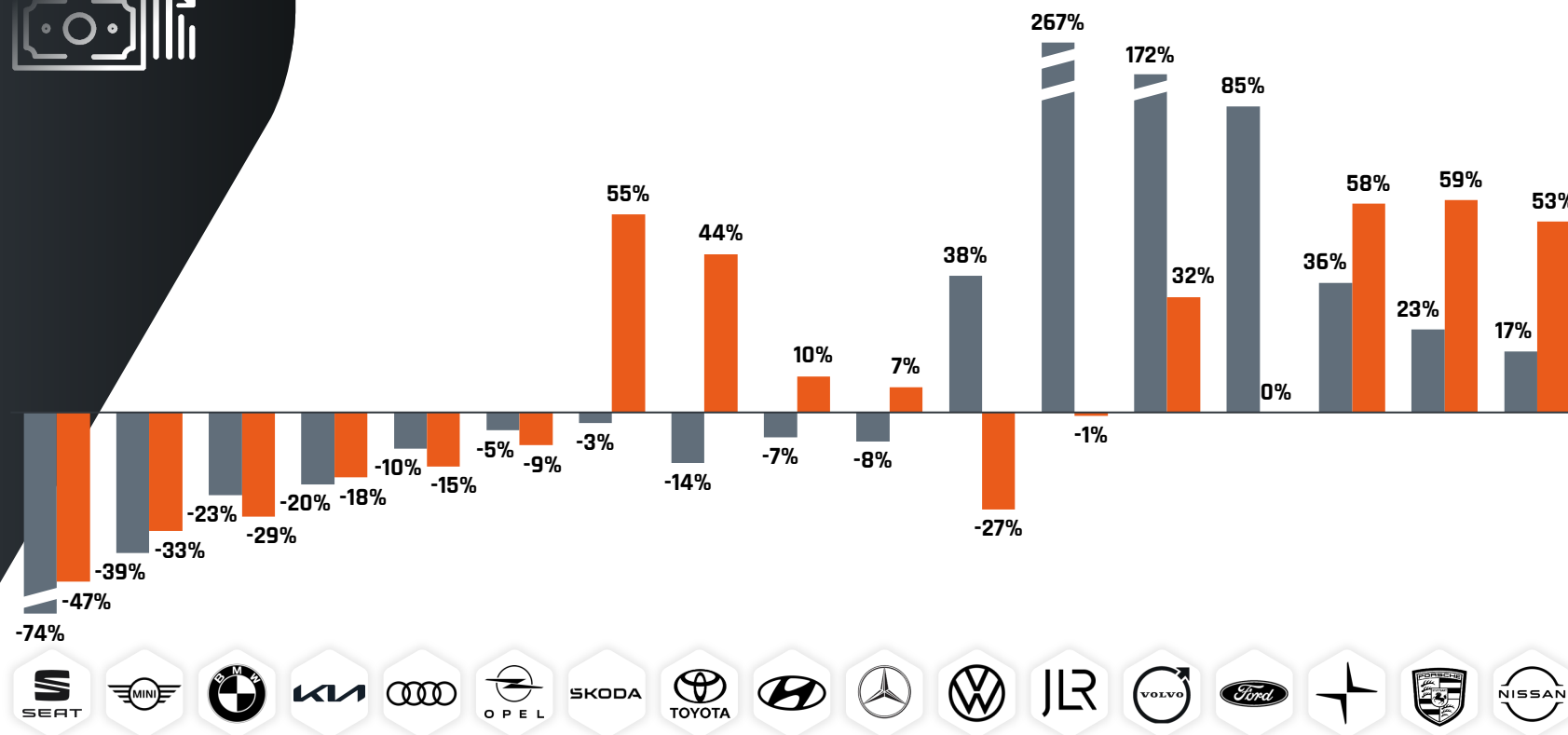
Due to cost pressures on OEMs, the media budget will decrease by 1.35% from 2022 to 2023.



2022

2023







Digital Non-Digital



BERYLLS BUDGET OPTIMIZATION USES ADVANCED TECHNOLOGY TO MAXIMIZE MARKETING RESULTS BY OPTIMIZING YOUR MEDIA BUDGET - "WHAT, WHERE AND WHEN" TO SPEND.

FROM CLICK TO KEY: THE VEHICLE SALES FUNNEL IN ACTION!

A comparative analysis reveals significant gains in 2023 Funnel Performance.

COST PER	2022	VS.	2023
 Web Visits	2,28€		2,15€
 Started Configurations	7,78€		8,00€
 Finished Configurations	22,7€		28,1€
 Vehicle Sold	196,2€		186,5€



The marketing budget reduction **yields efficient cost per web visit and sales**, yet reduces digital leads, leading to customer losses down the funnel.

High vehicle sales price discounts in 2023¹ figures despite a decrease in marketing budget.

**OPTIMIZE YOUR FUNNEL:
DRIVING DOWN COST PER KPI FOR MAXIMUM EFFICIENCY.**



Source: Berylls Research and Database 2024.

BERYLLS AUTOMOTIVE MARKETING BENCHMARK

INSIGHTS CHAPTER 1



- 2023: Surge in digital interactions; **vehicle configurator usage declines despite increased web traffic and sales.**
- 2023: **Sales funnel efficiency improves significantly**; potential optimization observed in finished configurations.
- Multiple crises lead to OEMs **hesitating media investments**, especially affecting Non-Digital Media; consumers also hesitant.

berylls
by AlixPartners

**HELPS YOU TO
OPTIMIZE YOUR
MARKETING
FUNNEL**

**OPTIMIZE YOUR
FUNNEL – DRIVING
DOWN COST PER KPI
FOR MAXIMUM
EFFICIENCY.**

» STAY TUNED!

Further benchmark analyses in subsequent chapters!



GET IN TOUCH!

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MORE ABOUT THE AUTOMOTIVE MARKETING & SALES BENCHMARK

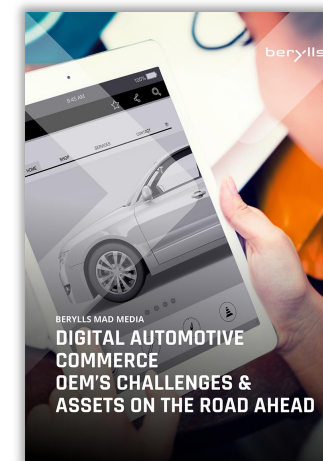
Berylls Automotive Marketing & Sales Benchmark aims to quantify the quality of marketing activities to drive digital sales. By benchmarking and creating transparency we enable you to continuously improve. We have information about **more than 25 Brands**, regarding budgets allocation, marketing performance and customer experience.

Reach out to us to discuss where you are and how you can improve your **BUDET EFFICIENCY AND EFFECTIVENESS**.

MORE ABOUT MARKETING PLANNING



[Sales and marketing transformation agenda 2025](#)



[Digital automotive commerce OEM's challenges & assets on the road ahead](#)



[The BEV "Dilemma"](#)



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