



## Paving the road to Digital Automotive Management ***Full Steam ahead!***

**Emmanuel Dollé**

*Directeur, Automotive Industry, Google France*





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Jean-Marc Tassetto  
*Directeur Général, Google France*

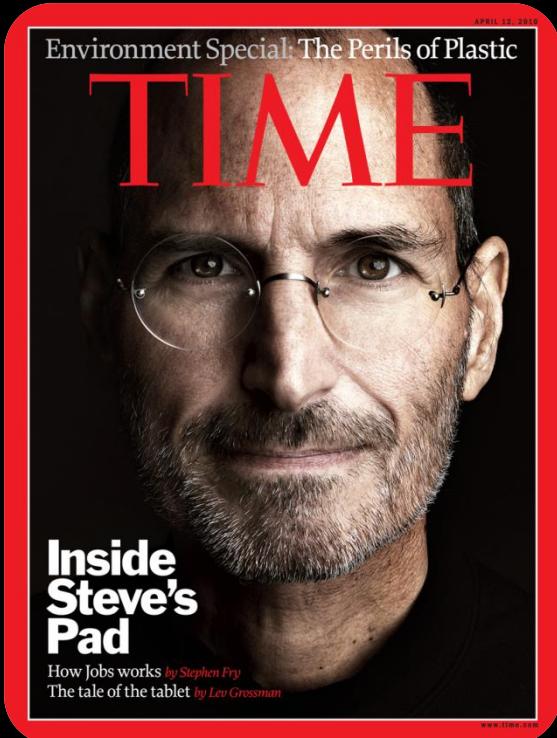


## Paving the road to Digital Automotive Management

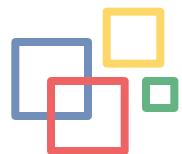
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# Digital marketing is the new finance

$$\left( \frac{s_i^s \Delta}{s_j^s \Delta} - 1 \right) s_i^s + \Delta \quad \therefore (s_i T \Delta)^s \Delta = s_i^s \Delta - s_i^s + \Delta$$
$$0 < (s_2 - s_1) s_i^s + \Delta = s_i^s + \Delta s_2 - s_i^s + \Delta s_1 =$$
$$s_i^s \Delta - \frac{s_2 \Delta}{\sqrt{\frac{s_2}{s_1} - 1}} = \exists \quad s_i^s (s_i T \Delta) = \left( \frac{s_2}{s_1} - 1 \right) s_i^s$$
$$s_i^s \Delta - \left( \frac{s_2}{s_1} + 1 \right) s_i^s \Delta = \exists$$
$$M\bar{G} = \frac{\Delta \bar{A}}{\bar{A} \Delta} = \frac{(1/m)\Delta}{\Delta} = \frac{1}{m}$$

# > Transactionnel

The collage illustrates the transition from traditional brick-and-mortar dealerships to digital transactional platforms. It shows how manufacturers like Dacia and Volkswagen have created online stores for vehicle purchases and accessories. It also highlights specialized services like tire mounting and accessories, such as the 'Das Auto' teddy bear mentioned on the Volkswagen page. The inclusion of Peugeot's e-dealer and the general search results for Lexus demonstrate the shift towards digital commerce across the entire automotive ecosystem.

## Peugeot, e-dealer de services et de pièces

Le constructeur officialise le lancement d'un nouvel onglet distributeurs : e-Dealer. Ce canal se destine à la vente d'accessoires à l'après-vente. Citroën attend son tour



Cet article est extrait de

**JournalAuto.com**

Pour le découvrir, [cliquez ici](#)



Il y a deux réalités auxquelles Peugeot ne saurait échapper : la fréquence de renouvellement des véhicules s'allonge et les centres-autos accentuent la pression sur tous les fronts, y compris l'univers digital. Face à ce constat, Christophe Spitalier, directeur de la fidélisation et de la relation client de Peugeot, a décidé de réagir en lancant e-Dealer.

Derrière ce nom de code, qui pourrait toutefois évoluer, se cache le nouveau canal de vente en ligne de produits et de services du constructeur, soit en quelque sorte un équivalent du Peugeot Webstore. "Il nous faut forcer le contact à l'après-vente", observe le responsable. Le e-commerce est une piste depuis dix ans et nous lui donnons aujourd'hui un espace digital dédié\*. Les sites qui étaient jusqu'à présent informatifs, vont intégrer une dimension transactionnelle.

D'abord, il s'agira de pousser des offres promotionnelles concernant les pièces détachées et les accessoires. Les catalogues issus de l'après-vente ne sont pas encore disponibles, mais les premières ventes devraient être réalisées dans les prochaines semaines pour valider l'ensemble de la plateforme.

The screenshot shows the Oxyo pneus website, which offers tire mounting services. It features a map of France indicating service locations and various promotional offers for different tire brands like Bridgestone, Goodyear, Michelin, Pirelli, Dunlop, Firestone, Hankook, and Fulda. The site also includes a search function for finding service centers.

## Google

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Jim Falk Lexus - Find a Lexus Car or SUV Today.

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Lexus Santa Monica - Find a Lexus Car or SUV Today.

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Visit Your Authorized Dealer Online  
1501 Santa Monica Blvd, Santa Monica, CA | [Directions](#)

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[www.keyeslexus.com](#)  
View New & Certified Pre-Owned Lexus Models. Get Info Online Now!

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Lexus Los Angeles Dealer - Longo Lexus, El Monte, CA | Orange, CA | [longolexus.com](#)

[www.longolexus.com](#)  
Los Angeles Lexus dealer. Longo Lexus in El Monte, also serves Van Nuys and West Covina, California with new and used cars and trucks, service department ...

Pre-Owned - Service - New Models - Pre-Owned Specials

3530 Peck Road, El Monte - (800) 593-5966

"Overall great customer service, very smooth transaction."

Customer rating: 5 stars (53 reviews)

[cylesearch.com](#) (11), [insidepages.com](#) (10), [yahoo.com](#) (3)

5 Google reviews



Lexus of Thousand Oaks  
[www.lexusoftokane.com](#)  
Find a New or Pre-Owned Lexus  
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Longo Lexus

[www.longolexus.com](#)  
Los Angeles Lexus dealer. Longo Lexus in El Monte, also serves Van Nuys and West

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5 Google reviews

# > Organisationnel



Mercedes-Benz



RENAULT

A screenshot of a Google search results page for "portland toyota". The top result is a sponsored link from "TOYOTA moving forward" with the URL [portland.toyota](http://portland.toyota). Below it is a standard Google search result for "Portland Toyota Dealers" with the URL [www.buytoyota.com](http://www.buytoyota.com). The page shows several local Toyota dealerships listed with their names and URLs, such as "Tokin Ron Toyota", "Broadway Toyota", and "Toyota of Gladstone". A green oval highlights the "See special offers" link on the first result. Another green oval highlights the "New & Used Toyota Cars on sale. View our complete inventory online." link on the second result. A third green oval highlights the "Test drive any new or pre-owned Toyota Vehicle. Call Today!" link on the same result. The right side of the screen shows a sidebar with "Sponsored Links" and "Sponsored Ads" sections.



PERFORMICS

SAATCHI & SAATCHI  
THE LOVEMARKS COMPANY

# > Optimisation media



A screenshot of a YouTube video player. The video is titled "The Audi A8 is here. Luxury has progressed." and features a black Audi A8 sedan on a circular stage. The Audi logo is visible at the top right of the video frame.

A screenshot of a YouTube video player. The video is titled "The 21st Century Beetle. Experience the world premiere today." and features a red Volkswagen Beetle. The Volkswagen logo is visible at the bottom right of the video frame.

A second screenshot of a YouTube video player showing the same Volkswagen Beetle advertisement as the previous frame. The video title is "The 21st Century Beetle. Experience the world premiere today."

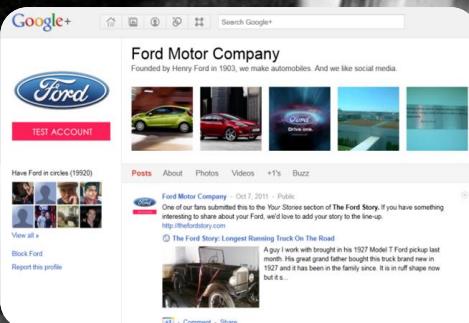
A white rectangular box containing the YouTube Symphony Orchestra 2011 logo (a colorful, abstract graphic) and the Hyundai logo with the tagline "NEW THINKING. NEW POSSIBILITIES." Below this, the text "YouTube Symphony Orchestra 2011" is written.

A detailed screenshot of a YouTube homepage. The main banner features the text "LES 24H DU MANS" and "DERNIÈRES INFOS SUR WWW.LEMANSLIVE.COM". Below the banner, there's a video thumbnail of a race car on a track. The page includes sections for "Vidéos du moment" (featuring "Special E3", "Spécial Gamelut", and "Assassin's Creed Revelations") and "Tendances" (featuring "Gamelot Prodcast - E3 Special Episode 3", "E3 2011 - Michael Ancel, notre interview vidéo 2.", and "E3 2011 - Michael Ancel, notre interview vidéo 2. de GAMEBLOG").

# > Social & CRM



The screenshot shows the SEAT Connected People website. It features a dark blue header with the SEAT logo and navigation links. Below the header is a large banner with the text "INFORMEZ VOUS AUPRES DE CEUX QUI VOUS RESSEMBLENT." and a yellow button that says "obtenir des réponses...". There's a map of Spain where users can search for similar cars. At the bottom, there are links to "Voir les modèles" and "Découvrir les personnes qui vous ressemblent".



The screenshot shows the Ford Motor Company's Google+ page. It has a white header with the Google+ logo and the Ford logo. Below the header, there are five thumbnail images of different Ford vehicles. The main content area shows a post from "Ford Motor Company" dated Oct 7, 2011, with the caption "One of our fans submitted this to the Your Stories section of The Ford Story. If you have something interesting to share about your Ford, we'd love to add your story to the line-up." Below the post are options to "Comment · Share".



The screenshot shows the LADA Facebook page. It has a blue header with the word "facebook". Below the header, there's a profile picture of a blue LADA car and the name "LADA". The page has 19,063 likes. A post from "LADA" dated March 23, 2009, at 06:20 says "anyone wants to add pics for lovely lada please put it".



The screenshot shows the Mercedes-Benz Canada Twitter page. It has a black header with the Twitter logo and the Mercedes-Benz logo. The main content area shows a tweet from "MercedesBenzCDN" dated 9 hours ago, which reads "Mercedes-Benz gives new designers a boost fb.me/zW68JHsE". Below the tweet are links for "Follow", "Favorites", "Following", "Followers", and "Lists".

This is about awareness and perception and helping to improve our company's reputation-- and I think Google+ is helping us do all of those"

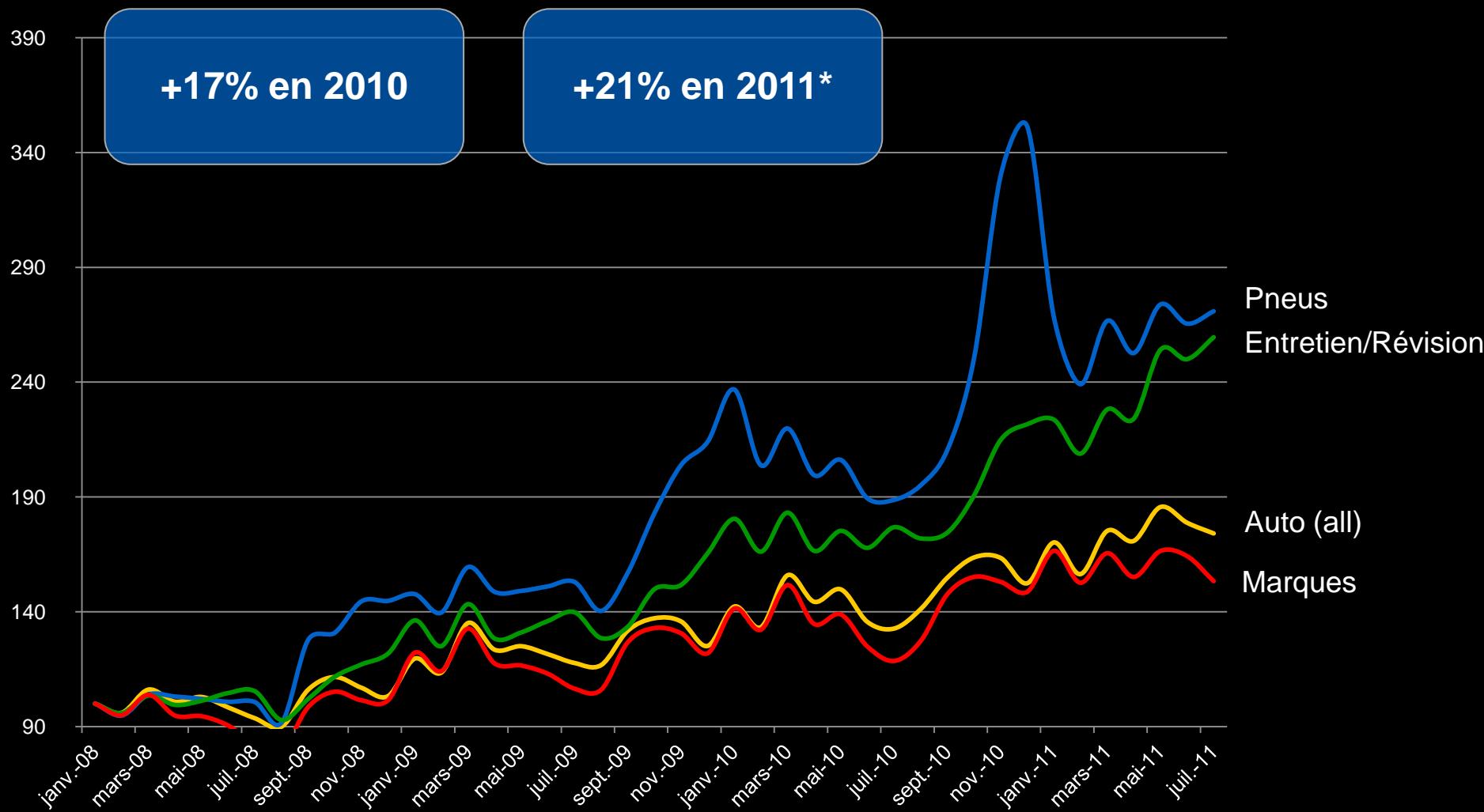


Scott Monty, Social Media Director, Ford

# > Nomadisme



# Croissance soutenue des requêtes sur le secteur automobile



Données internes Google, indexées en base 100 au 1er janvier 2008

\* 9 premiers mois



Homepage Youtube :  
~7 millions d'impressions par jour

requêtes auto sur YouTube :  
+17.5% en 2010



>10% des requêtes auto sur  
google.fr sont faites depuis un  
terminal mobile



>2 milliards d'impressions  
mensuelles

# Technology driven capabilities



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# Agenda Think Auto 2011

1

**Raccourcissement des cycles de décision :  
des gènes communs entre la Compétition Automobile et le Digital**

*Bernard Niclot*

2

**Le consommateur automobile digital :  
études réalisées par les instituts NetPop et Ipsos**

*Google, Ipsos*

3

**Ateliers thématiques**

4

**The Digital Ubiquity: Drive on for 2012**

*Paul Sevin, Patrick Hoffstetter, Olivier Le Garlantezec et Olivier Raussin*