

MARKET NEWS & TRENDS

Against such a gloomy economic backdrop, there is still one all-important question for drivers when buying a car: new or used? With living costs continuing to rise, the used car market is becoming an increasingly attractive option for families wanting to downsize their car, or first-time buyers wanting a vehicle that has been road-tested already. These factors, as well as the often cheaper insurance costs for second hand cars make a weighty case for the used car market. With the New Year heralding a key seasonal period for the automotive industry as a whole, now is the time to be applying some TLC to your autos PPC accounts.

- According to car supermarket Carshop, more people than ever are buying used cars online without viewing or taking a test drive. The car retailer is hoping to further increase online sales by offering advanced digital technology to make web-based used car transactions easier, faster and more informed. Seven-day money-back guarantees and live video tours are two of the ways in which the retailer is hoping to move online the experience of buying a used car. ([What Car?](#))
- On average, used car values increased by £364 (6.2%) to £6,252 in September, the first time the £6,000 benchmark has been surpassed since 2009. Unsurprisingly, values rose in all three key used sectors of fleet/lease, dealer part-exchange and nearly new. Average values also rose strongly in August, and in two months values have climbed by nearly 11%. These figures come against a backdrop on a new car market that continues to slow, with September unit sales falling 0.8%. ([Fleet News](#))
- BCA, the UK's biggest seller of used cars, is launching a new sales product that offers a range of benefits to buyers and sellers alike. 'BCA Assured' gives peace of mind to buyers

by providing a report on a 30-point mechanical check carried out by an independent motoring organisation. Buyers will have up to 48 hours or 500 miles to inform BCA if the vehicle they have purchased does not match the report it with which it was sold. BCA will agree to rectify faults on any vehicles that are misreported and in extreme circumstances provide a full refund. ([Easier](#))

- Used cars continue to top the number of complaints to the Office of Fair Trading, new figures have revealed. Nationally, over 56,000 people have complained to the OFT-managed Consumer Direct in the year to date. More than 70 per cent of the complaints were about faults with the cars, over 13 per cent were about misleading claims or omissions by the seller and nearly seven per cent were about substandard services. ([Office of Fair Trading](#))



ACCOUNT MANAGEMENT BEST PRACTICE

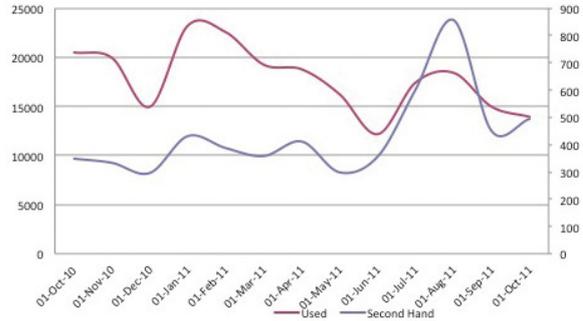
It should go without saying that for any Used/Second Hand car campaigns you may have in your main PPC car account, you should be looking to use keywords such as 'new' and 'latest' as campaign excluded words. Ad copy is particularly important, given the numerous car makes and models out there. Car auction accounts, traders and dealers should be utilising keyword insertion in the ad title and/or ad description where a specific car brand or model keyword is being bid on. The ad display URL should also reference the keyword as this can help the ad perform better on the search page. Reach out to your Yahoo! Creative Strategist for help in utilising keyword insertion and alternative text.

TOP KEYWORDS

1. used car
2. buy used car
3. used car price
4. used car dealer
5. sell used car
6. used car ni
7. used car uk
8. cheap used car
9. second hand car sale
10. buying used car
11. used car search
12. cheap second hand car
13. used car web site
14. used car sale uk
15. cheap used car sale
16. used car guide price
17. buy used car uk
18. used car auction
19. used car part
20. used car online

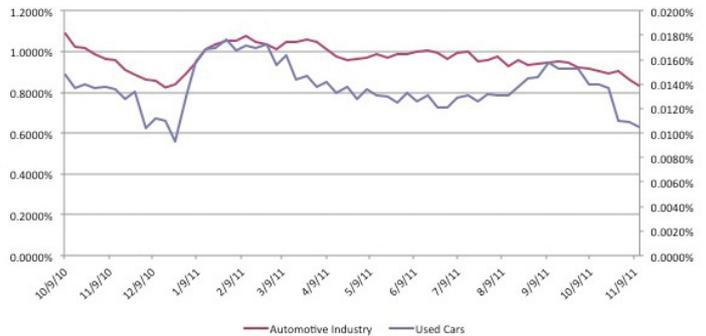
YAHOO! CLICKS - USED VS. SECOND HAND

There is certainly more click volume for 'used' terms as opposed to 'second hand' terms, but the latter sub-category has seen a 40% YoY increase on the same keywords. We can expect to see click spikes in both sub-categories in January so keyword lists should feature a nice blend of both. In addition, CPCs were down YoY in October by 40% for the used sub-category and by 20% in the second hand sub-category, providing highly favourable auction conditions for advertisers.



AUTOMOTIVE INDUSTRY MARKET SHARE VS. USED CAR SECTOR SHARE - HITWISE

Using Hitwise data we can see how visits to websites within the automotive industry (expressed as market share) have fared over the year. It's interesting to compare this with searches for keywords within the used car portfolio. We can see in September (traditionally one of the most volatile months) how the automotive industry as a whole stayed relatively flat, whereas searches for used car/second hand car terms saw a spike up until the start of October. Keyword lists should be built out to reflect the current popularity in the sector, especially with January being the busiest month for it.



MOST SEARCHED TERMS - HITWISE

From Hitwise we can see how the most searched for terms containing 'used car' over the four-week period ending Nov 12 have performed when compared to the previous four-week period. The generic term with the highest share of searches used cars, suffered a big drop in searches, which can be explained by the September seasonality for that term. 'second hand cars', by contrast, saw a healthy surge in searches, as did various 'sale' related keywords, showing that even during out-of-season months, consumers are still looking to find a used car at bargain prices.

Search Terms	Share 12/11/2011	Share 15/10/2011	Change (% Points)
used cars	27.35%	39.12%	-11.76
used cars ni	14.93%	14.38%	0.55
used cars for sale	7.09%	5.42%	1.67
second hand cars	6.25%	4.31%	1.95
used car prices	3.44%	3.24%	0.20
used car dealers	0.97%	0.70%	0.27
used car sales	0.91%	0.67%	0.25
used car	0.74%	0.76%	-0.03
used car values	0.74%	0.56%	0.17
used cars for sale uk	0.72%	0.65%	0.07

INDIVIDUAL KEYWORDS

Search term data from Hitwise over the last 12 weeks shows us the most popular keywords featured within 'used car' searches. Price is always a strong factor, as we see keywords such as 'sale', 'sales', 'cheap' and 'price' featured. Be sure to reach out to your Creative Strategist to make sure all possible keyword modifiers are included in your PPC keyword lists.

sale	dealers	using	scotland
prices	what	buying	london
trader	guide	best	parts
uk	buy	how	garages
sales	cheap	price	finance

ADVERTISING SOLUTIONS



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Yahoo! Search helps you deliver great results. But it's only part of the complete marketing and advertising solutions picture. Drive your business through a combination only Yahoo! offers: the **science** to target an audience, the **art** to create engagement, and the **scale** to reach the right audience in meaningful numbers.