

# PRECISION MARKETING APPROACH

NISSAN NORTH AMERICA & NISSANUNITED

ANA CONFERENCE - JULY 23, 2020

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## PRESENTERS:

Robert Cross  
US Director, Media & Activation  
Nissan North America

Nathan Fisher  
Director, Customer Experience Strategy  
NissanUnited at TBWA\Chiat\Day NY



# CONTENTS

- Precision Marketing & its Value in Auto
- Operational Implications
- Precision Marketing Campaigns
- Final Thoughts: Lessons Learned

# WHAT IS PRECISION MARKETING?

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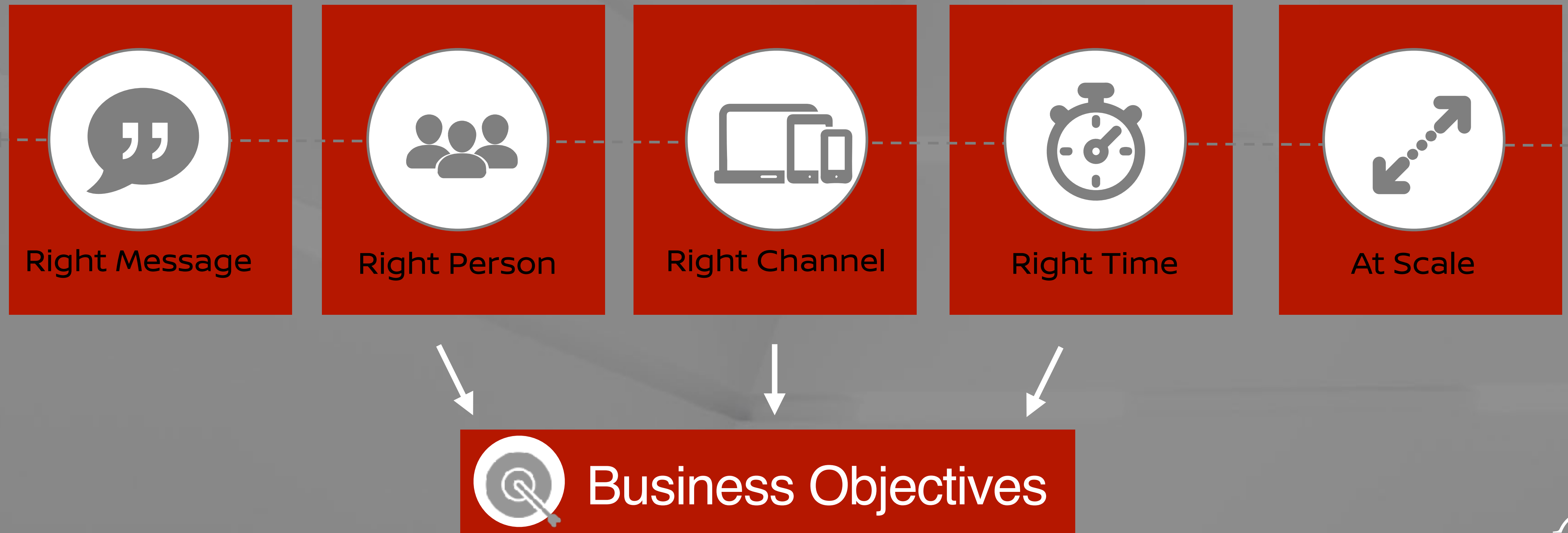
# BIG DATA MARKETING

# DATA DRIVEN MARKETING

# PERSONALIZED MARKETING

# PRECISION MARKETING EVOLUTION AT NISSAN

Enabled Nissan to evolve from a broad-scale marketing approach to precise targeting of unique high value audiences



# PRECISION MARKETING IS CRITICAL TO THE AUTO PURCHASING JOURNEY

Buying a new vehicle is a significant & rising investment

Shopping for a new vehicle is a 13.5 week-long process

**Kelley Blue Book**  
THE TRUSTED RESOURCE

Home Car Values Cars for Sale Car Reviews Car Repair Pricing Research Tools

Press Releases

Average New-Vehicle Prices Up Nearly 2% Year-Over-Year In December 2019, According to Kelley Blue Book  
Dealer Discounts Reach Highest Level in More Than 10 Years, Helps Lower Average Days in Inventory

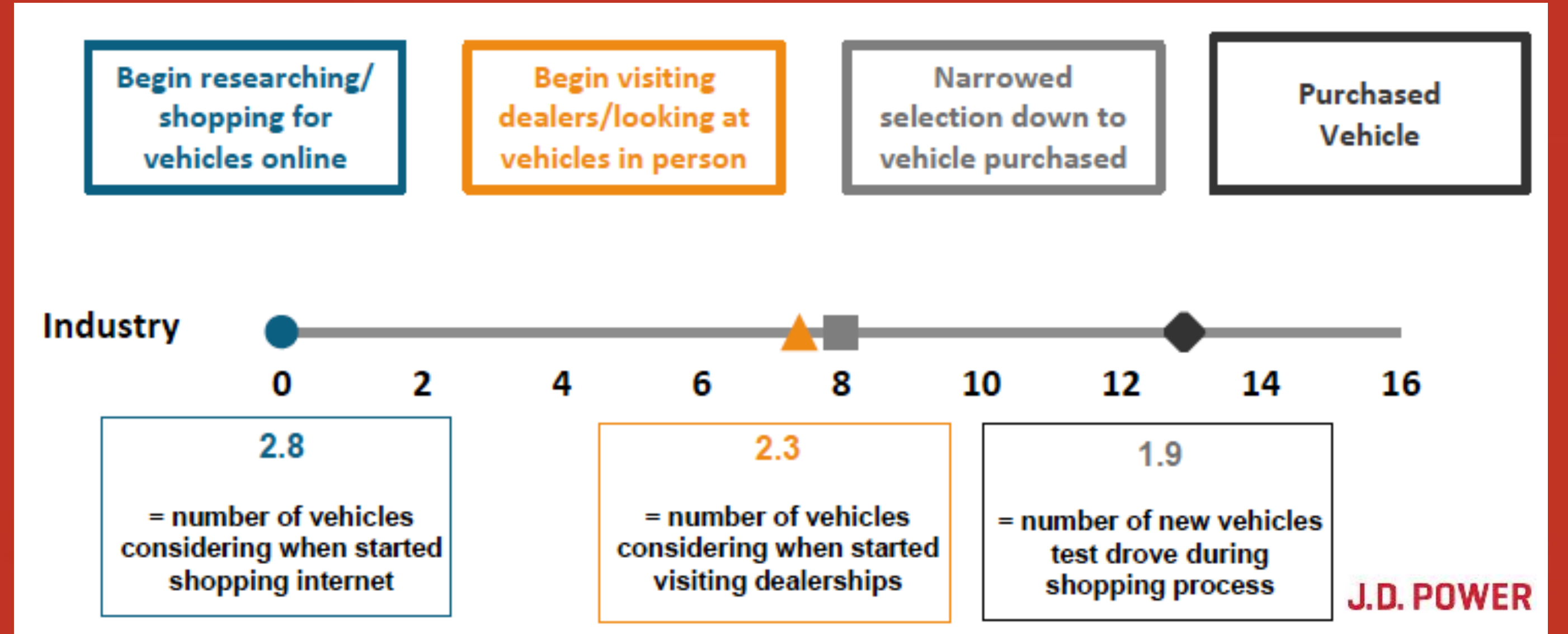
PDF RSS Email Print

IRVING, Calif., Jan. 3, 2020 /PRNewswire/ — The average transaction price for a light vehicle in the United States was \$38,048 in December 2019, up 1.9% from \$37,338 in November 2019, according to Kelley Blue Book. This marks the 10th consecutive month of price increases, with the average price up 1.9% from \$37,338 in November 2019, and \$37,990 (down 0.23% from last month).

**\$38,000.00**

"New-vehicle transaction prices continued to rise in December 2019, as retail demand fell in 2019, dealer discounts grew, approaching 7% of MSRP in December – the highest since July 2009. On a positive note, the discounts appear to be working as the average days in inventory fell by two days from the previous month. With sales expected to be down in 2020, anticipate the pressure to continue on new-car prices and incentives."

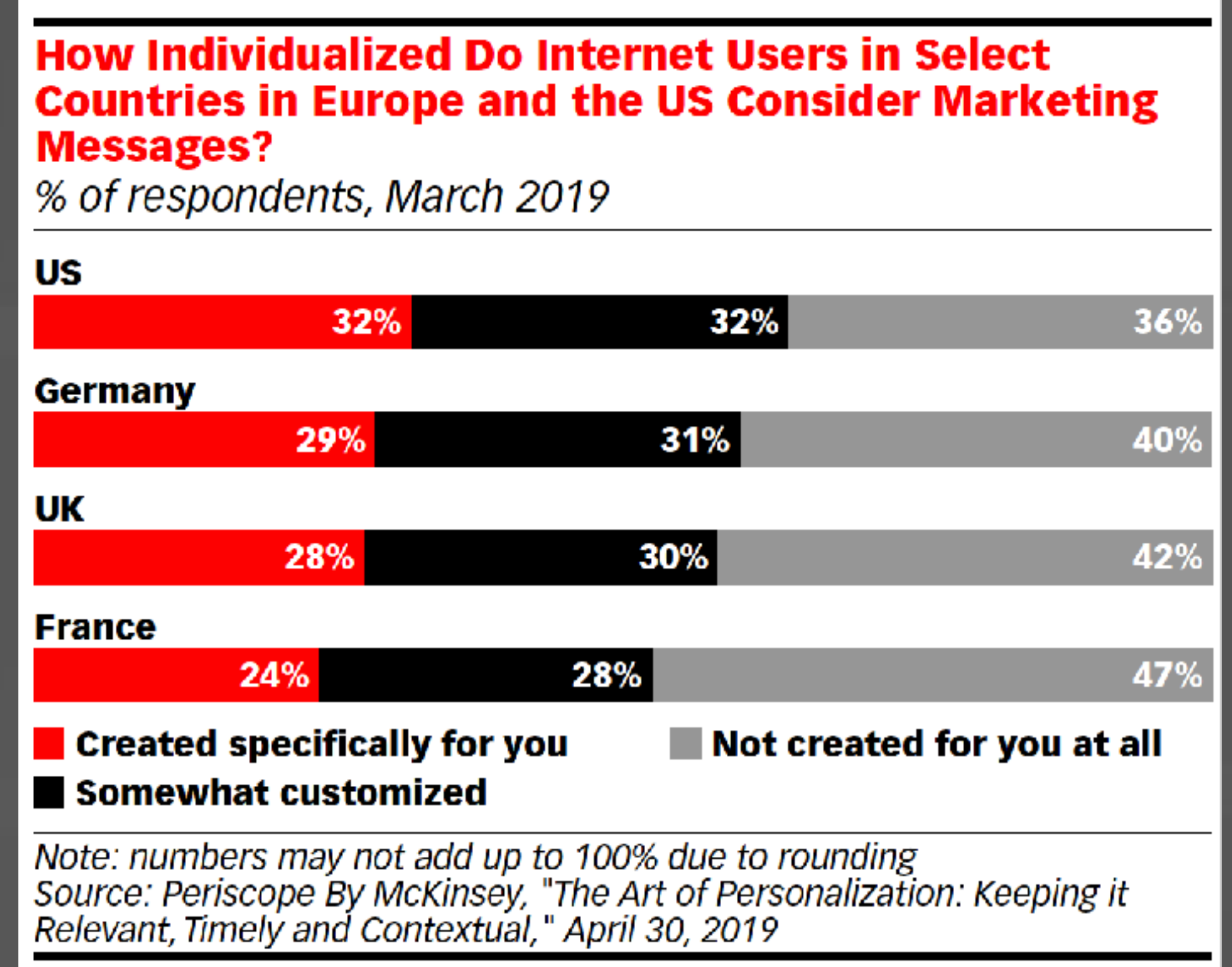
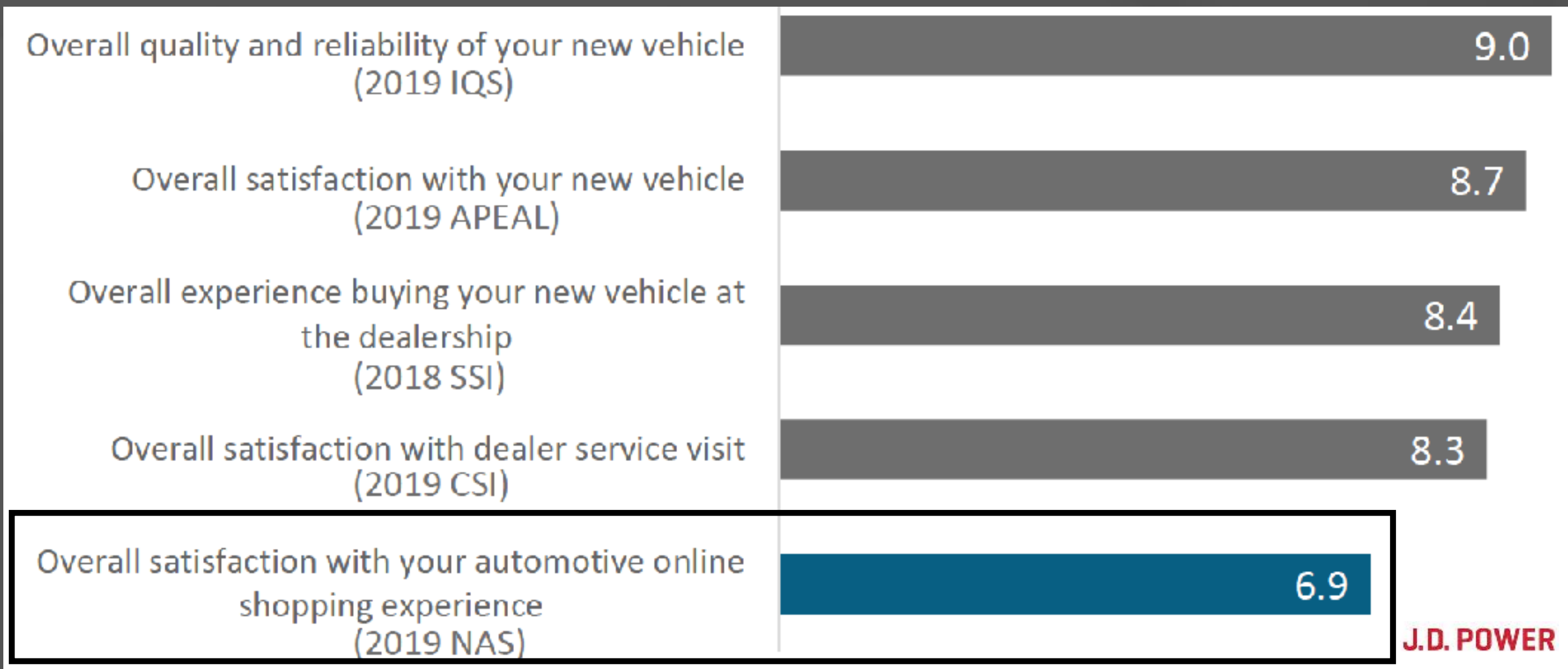
**KELLEY BLUE BOOK**  
KBB.COM  
The Trusted Resource





# CONSUMERS AREN'T SATISFIED WITH THEIR ONLINE SHOPPING EXPERIENCES

Requires more engaging marketing strategies



# HOW DOES NISSAN OPERATIONALIZE THIS?

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# SHARED VISION



Build the World's Most  
Creative Precision  
Marketing Automotive Team

# SHARED VISION

## PRECISION MARKETING INFRASTRUCTURE

### Building Blocks



Customer Data  
Strategy



Customer Comms &  
Activation



Testing &  
Measurement



People &  
Process

# SHARED VISION

## PRINCIPLES

Creativity is still king of the customer experiences we curate

Data & performance are the inspiration and intelligence of all we do

# SHARED VISION

## PEOPLE

Structure a more agile, rapid, & efficient Agency AND Client model to respond to business needs

Consistently educate personnel



# CAMPAIGN DEVELOPMENT & CREATIVE EXAMPLES

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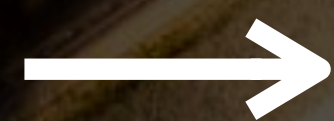
# TEST, LEARN, APPLY

Precision Marketing requires ongoing learning agendas to evaluate success

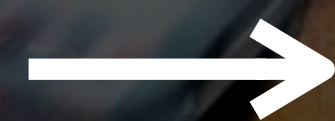


# CAMPAIGN DEVELOPMENT

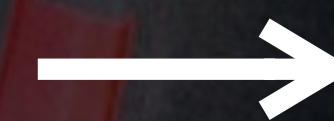
Business Objectives



Audience Insights



Messages & Experiences

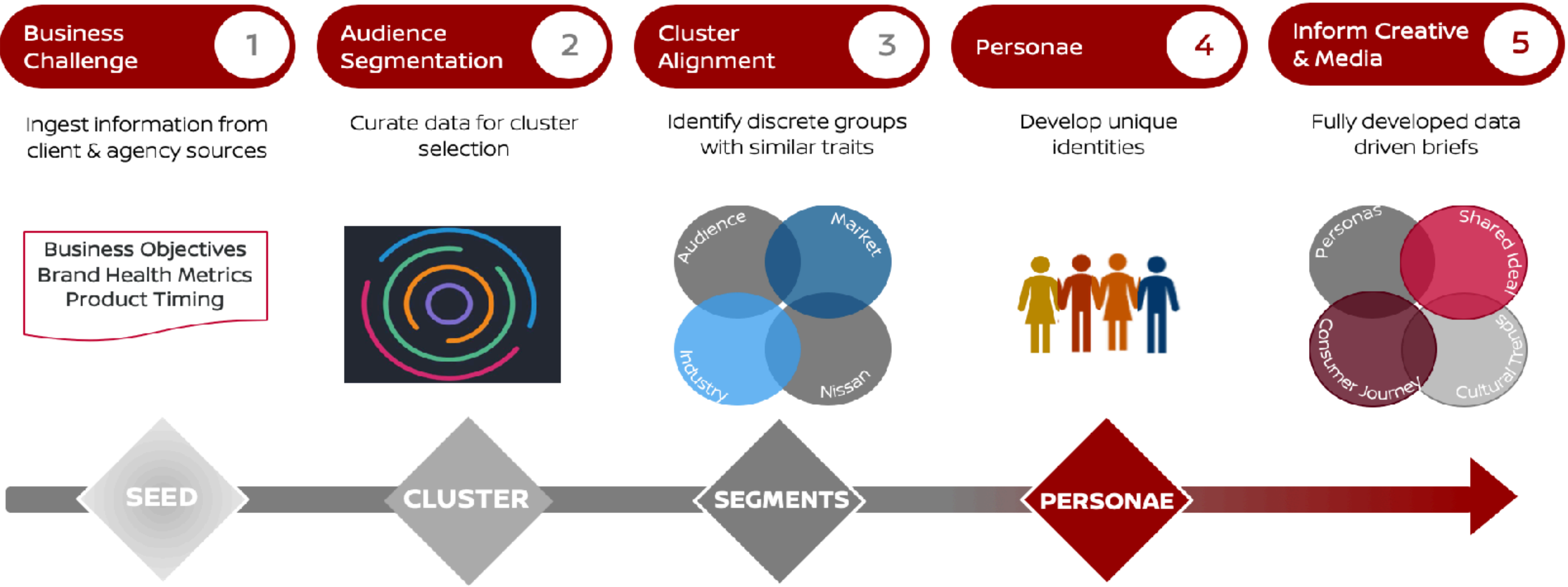


Deploy & Optimize



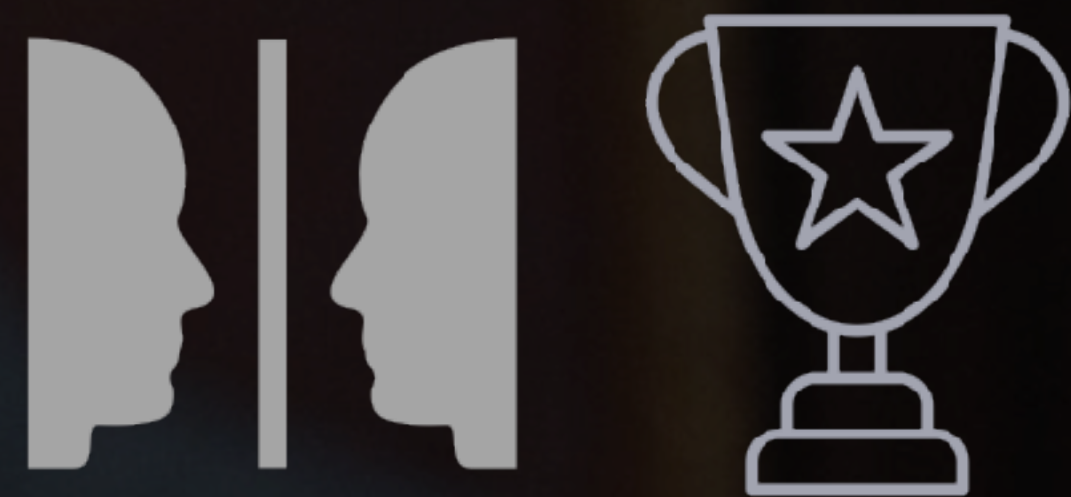
# AUDIENCE DEVELOPMENT

Rigorous process for all products across the Nissan portfolio



# ENGAGING CREATIVE

Practical vs.  
Aspirational



Consumer vs.  
Product



Universal vs.  
Personal



# Nissan Altima

TECH THAT HELPS YOU BE THERE



Family Time



Parents Only



Rising Adults







# Nissan Altima

## TECH THAT HELPS YOU BE THERE



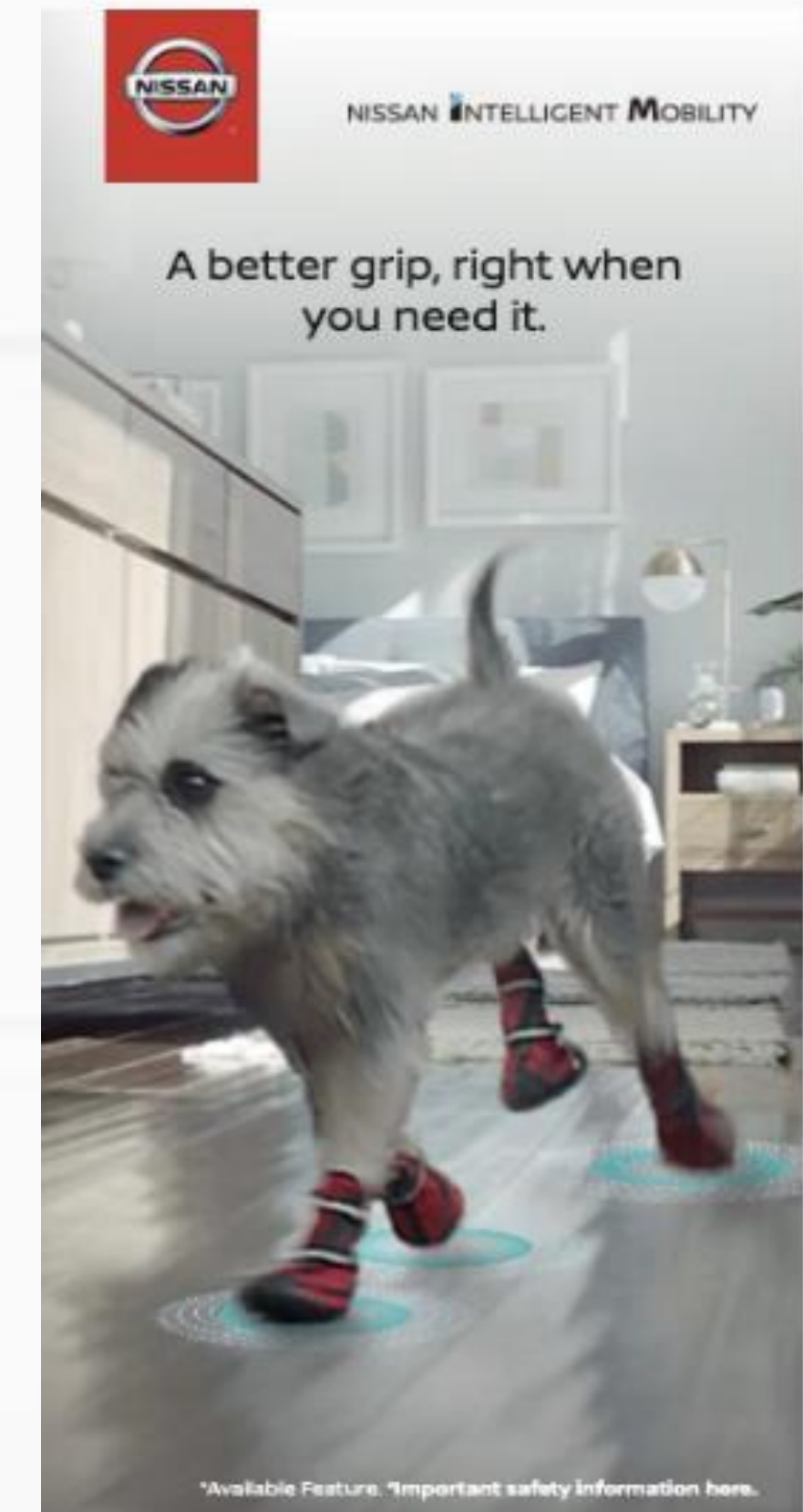
### Family Time



### Parents Only



### Rising Adults

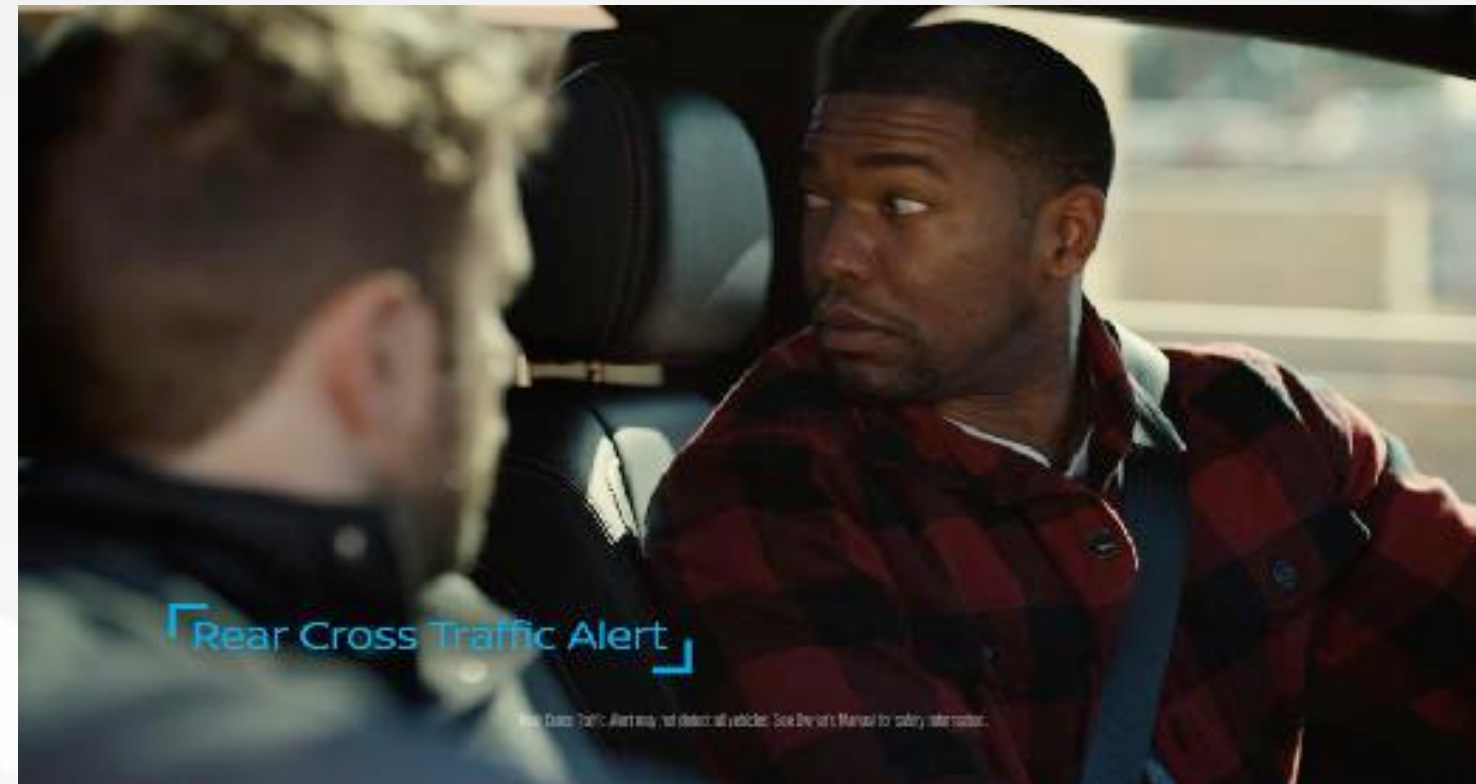


# Nissan Titan

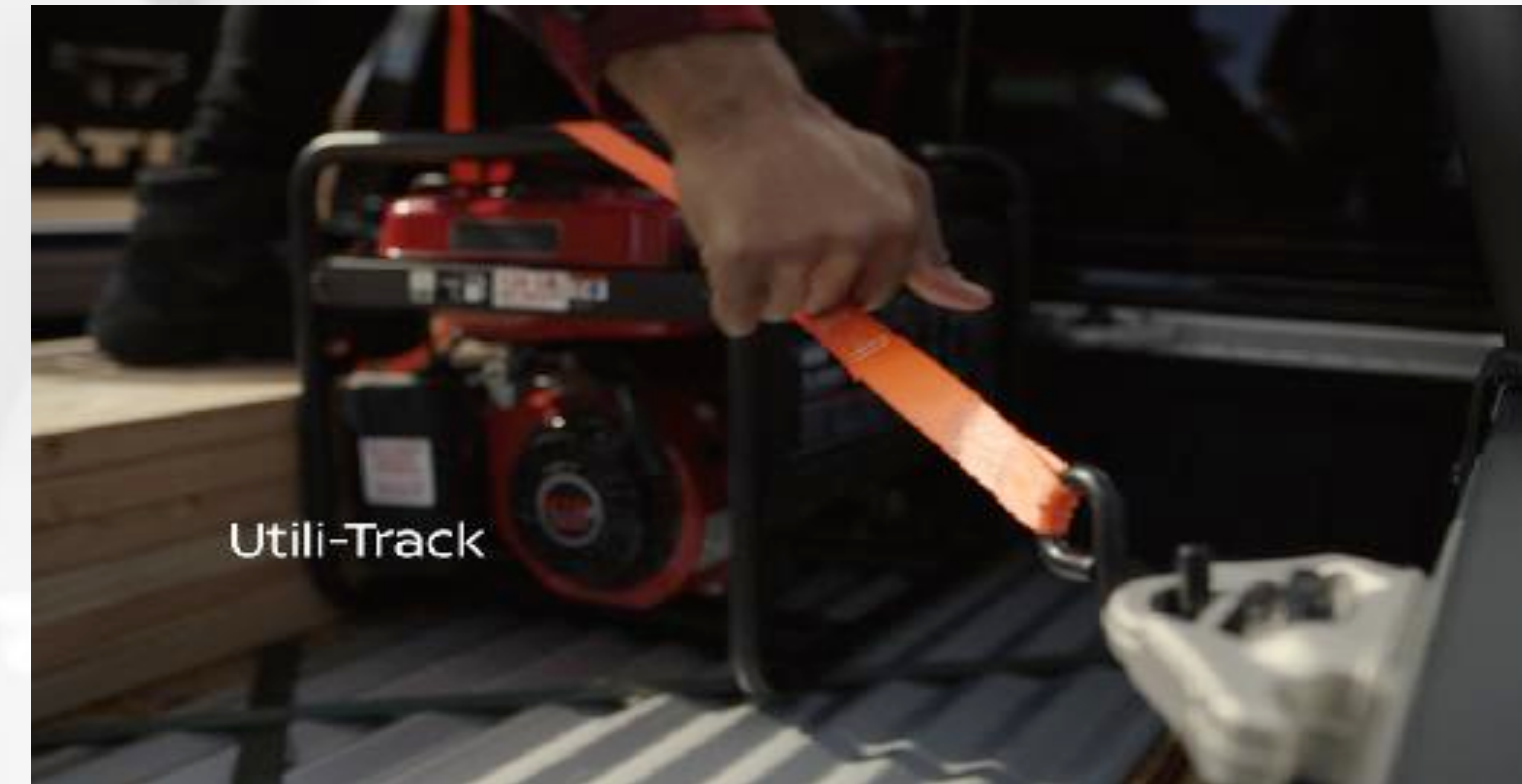
## TECH FOR DOING



### City Truckers



### Worksiters



### Techie Weekenders



### Off-the-Grid







## Apple CarPlay® Integration

Available services/features may be shown. Compatible connected device may be required. Only use services/features and device when safe and legal to do so. Subject to GPS and wireless network availability and connection, and system/technology limitations. Text rates/data usage/subscription may apply. Some services/features provided by companies not within Nissan or its partners' or agents' control and may be discontinued at any time. For more information, see dealer, owner's manual, or [www.NissanUSA.com/connect/important-information](http://www.NissanUSA.com/connect/important-information).

A dark blue Chevrolet Silverado pickup truck is driving on a two-lane coastal road. The truck is towing a silver Airstream travel trailer. A green canoe is mounted on the roof rack of the truck. The scene is set against a backdrop of a bright, hazy sky and a distant ocean with waves. The truck's headlights are on, and its shadow is cast on the road. The overall atmosphere is one of adventure and outdoor recreation.

400 Horsepower


400 Horsepower achieved with 93 Octane Fuel Only. Based on Standard Horsepower. Base models compared. Based on manufacturer websites. Cargo and load capacity limited by weight and distribution. Always secure cargo. Heavy loading of the vehicle with cargo, especially on the roof, will affect the handling and stability of the vehicle.

# Nissan Sentra


## REFUSE TO COMPROMISE



### City Singles

 NISSAN INTELLIGENT MOBILITY

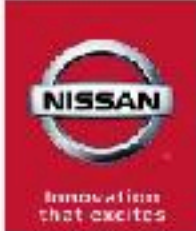
**THE ALL-NEW 2020  
NISSAN SENTRA**



**REFUSE TO COMPROMISE.**

\*Available feature.

MY NISSAN LOCATION DEALER OFFERS BUILD & PRICE LIVE CHAT

 **NISSAN USA**

VEHICLES ▾ SHOPPING TOOLS ▾ EXPERIENCE NISSAN ▾ COMMERCIAL VEHICLES ▾ OWNERS ▾ SEARCH 🔍

**THE NISSAN SENTRA®** OVERVIEW FEATURES GALLERY ACCESSORIES SPECS OFFERS **BUILD & PRICE**

**The all-new 2020 Nissan Sentra®** NISSAN INTELLIGENT MOBILITY


**RADICALLY REDESIGNED  
WITH YOU IN MIND.**

Refuse to compromise with the all-new Nissan Sentra. It has all the style, tech, and power you want, and nothing you don't. Plus, get the most standard safety features of any car in its class\*.

\*NHTSA's 2019-2020 Mid-Size Sedan Safety Score. Based on NHTSA's New Car Safety Scores. See Owner's Manual for vehicle information. Availability of features vary by model, trim, package and options. Some features require additional equipment.

Offer Details >

[View Dealer Site](#) > [Build & Price](#) >



\*Disclaimer



# Nissan Sentra

## REFUSE TO COMPROMISE



### Family Time

 NISSAN INTELLIGENT MOBILITY


**THE ALL-NEW 2020 NISSAN SENTRA**



**MODERN TECH FOR THE MODERN FAMILY.**

\*Available feature.

MY NISSAN LOCAL DEALER OFFERS BUILD & PRICE MY CHAT

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**FAMILY, FIRST.**

Refuse to compromise with the all-new Nissan Sentra. It has all the first-rate tech, style, and power you need to help your family's daily routine – smoother. Plus, get the most standard safety features of any car in its class\*.

\*NHTSA's top safety pick. See nhtsa.gov for more information. See dealer's list for safety information. Fuel economy of features vary by vehicle model, year, model, trim level, package and options. Base models compared. Based on 2019 models.

[Offer Details >](#)

[View Dealer Site >](#) [Build & Price >](#)



\*Important feature information



# FINAL THOUGHTS LEARNING FROM OUR EXPERIENCE

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# FINAL THOUGHTS

Organizational  
preparedness for  
making a shift

Complexity of the  
consumer journey / your  
product portfolio

The building blocks to  
execute, measure, and  
demonstrate accountability

**THANK YOU**

