

# Competitive Analysis: Build Your Own Tool

# What is the current landscape of model experiences?

- User experiences on model pages across the industry have a notable range in execution focus.
- Despite the common goal of moving visitors to the action stages of the purchasing funnel, the presentation of content and functions do not all conform into a base format.
- Defined for this survey are four attribute categories of pages (content areas/tools) in the model experiences:
  - **Brand Strength;**
  - **Ease of Use;**
  - **Info Efficiency;** and
  - **CTA Strategy.**
- For the sake of value dissemination in this survey, success of delivery is qualified within each of these attribute categories as being one of the following:
  1. exceptionally Inspired
  2. effective & well executed
  3. moderately well done
  4. in need of improvement

# Build Your Own

# Build Your Own: rating criteria

## Brand Strength

- Is rich imagery presented and are trims, features and options fully described?

## Ease of Use

- Is the entire or greater portion of BYO tool above the fold?
- Are details of vehicle possible configurations easy to access?
- Are informative content and imagery (360, trim/option details, standard features, etc.) easy to access?

## Info Efficiency

- Is dynamically updated pricing prominently displayed?
- Are trim, features, options and images presented prominently?

## CTA Strategy

- Are CTAs provided throughout BYO?
- Are CTAs available to facilitate every possible next step?

# Build Your Own: scorecard

n/a = tool not available on site

	Brand Strength	Ease of Use	Info Efficiency	CTA Strategy
Acura	2 effective & well executed	2 effective & well executed	2 effective & well executed	2 effective & well executed
Audi	3 moderately well done	2 effective & well executed	3 moderately well done	3 moderately well done
BMW	1 exceptionally Inspired	2 effective & well executed	2 effective & well executed	1 exceptionally Inspired
Chrysler	3 moderately well done	2 effective & well executed	1 exceptionally Inspired	2 effective & well executed
Dodge	2 effective & well executed	2 effective & well executed	1 exceptionally Inspired	2 effective & well executed
Ford	2 effective & well executed	1 exceptionally Inspired	2 effective & well executed	1 exceptionally Inspired
Honda	2 effective & well executed	2 effective & well executed	2 effective & well executed	1 exceptionally Inspired
Hyundai	2 effective & well executed	2 effective & well executed	2 effective & well executed	3 moderately well done
Infiniti	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired
Jeep	2 effective & well executed	2 effective & well executed	1 exceptionally Inspired	2 effective & well executed
Lexus	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired	3 moderately well done
Mercedes Benz	2 effective & well executed	2 effective & well executed	2 effective & well executed	2 effective & well executed
Nissan	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired
Porsche	1 exceptionally Inspired	3 moderately well done	1 exceptionally Inspired	3 moderately well done
Rolls Royce	n/a: not available on site			
Subaru	3 moderately well done	1 exceptionally Inspired	2 effective & well executed	3 moderately well done
Toyota	2 effective & well executed	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired
Volkswagen	3 moderately well done	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired
Volvo	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired	1 exceptionally Inspired

# Build Your Own: details

#steps = total # of click-through screens/pages in BYO

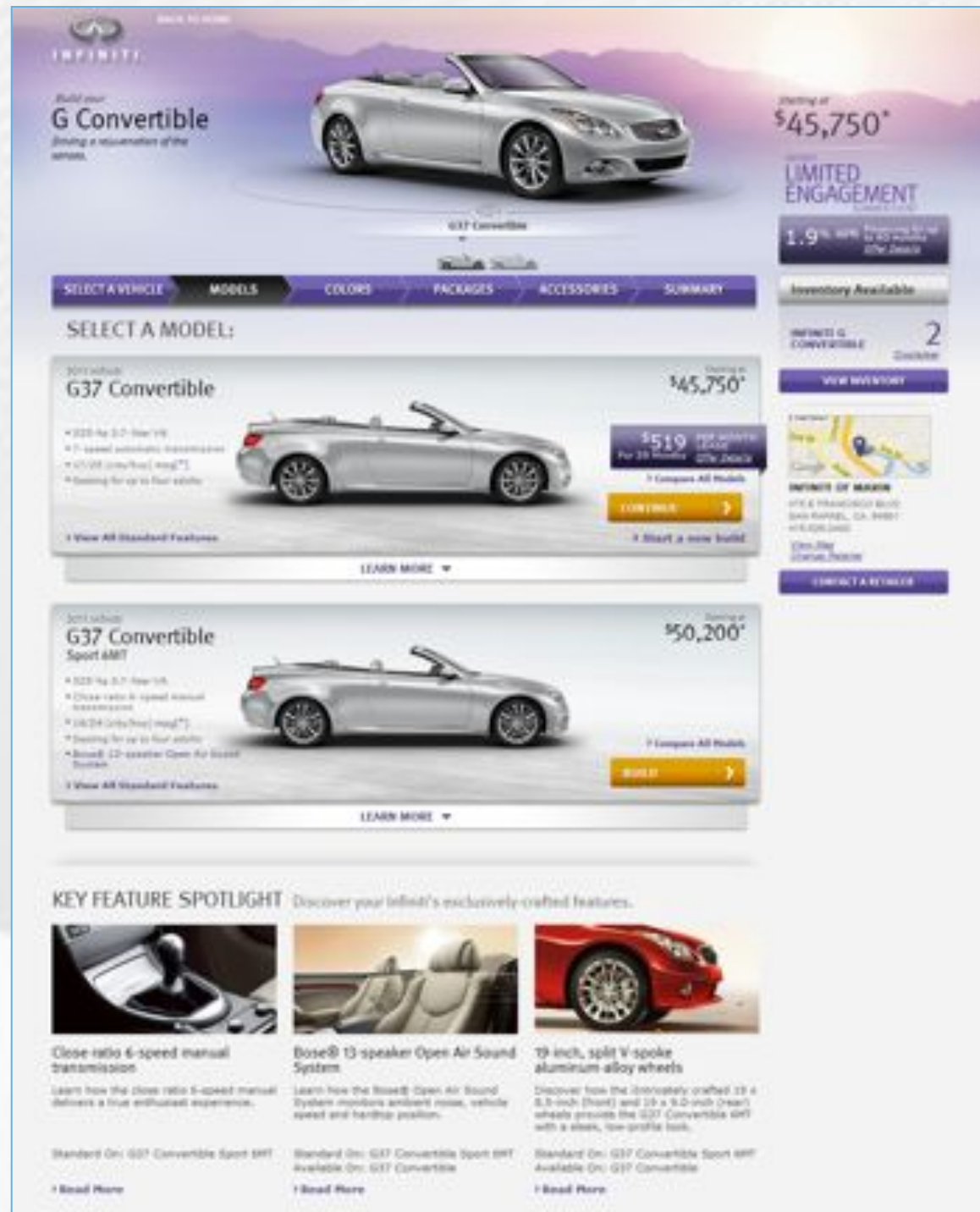
n/a = not available on site

█ = external microsite

	#steps	trims	packages	accessories	360?	enlarge	acc./option images	trim compare	trim/pckg descriptions	dynamic price update	standard features	RaQ	Inventory search	test drive	est. payments
Acura	4	X		X			X	X		X	X	X	X		X
Audi	3	X								X		X			
BMW	6		X	X	X	X	X			X		X		X	X
Chrysler	4	X	X						X	X	X	X	X		X
Dodge	4	X	X						X	X	X	X	X		X
Ford	8	X	X	X	X		X		X	X		X	X		X
Honda	6	X		X			X			X	X	X			X
Hyundai	6		X	X	X				X	X		X			
Infiniti	6		X	X	X		X		X	X	X	X	X		X
Jeep	4	X	X						X	X	X	X	X		X
Lexus	6	X	X	X	X	X	X	X	X	X	X	X			X
Mercedes Benz	5		X	X		X	X		X	X		X		X	X
Nissan	6		X	X	X		X		X	X	X	X	X		X
Porsche	6	X			X					X	X	X			X
Rolls Royce	n/a: not available on site														
Subaru	4			X	X	X	X			X		X			X
Toyota	6	X		X	X		X	X		X		X			X
Volkswagen	8	X	X				X	X	X	X	X	X		X	
Volvo	5	X	X		X			X	X	X		X			

# Build Your Own: Brand Strength

Infiniti / Nissan



Build your G37 Convertible. Starting at \$45,750\*. LIMITED ENGAGEMENT. 1.9% APR. Inventory Available. INFINITI OF MAVERICK. 2 Dealers. \$519 per month. \$50,200\*. KEY FEATURE SPOTLIGHT: Close ratio 6-speed manual transmission, Bose® 13-speaker Open Air Sound System, 19 inch, split V-spoke aluminum alloy wheels.




Nissan Maxima build page showing various trim levels and features. Includes sections for 'SELECT PACKAGE', 'SELECT YOUR MODEL', and 'KEY FEATURE SPOTLIGHT'.

Rich imagery and details: 360, trim features, accessories



Nissan Maxima build page showing various trim levels and features. Includes sections for 'SELECT YOUR MODEL', 'KEY FEATURE SPOTLIGHT', and 'KEY FEATURE SPOTLIGHT'.



Nissan Maxima build page showing various trim levels and features. Includes sections for 'SELECT YOUR MODEL', 'KEY FEATURE SPOTLIGHT', and 'KEY FEATURE SPOTLIGHT'.

# Build Your Own: Ease of Use

Lexus

Photo gallery on easy to access layer:

- Static images
- Feature fly-troughs
- Model videos

Easy access 360 layer

Trim comparisons in easy to access layer

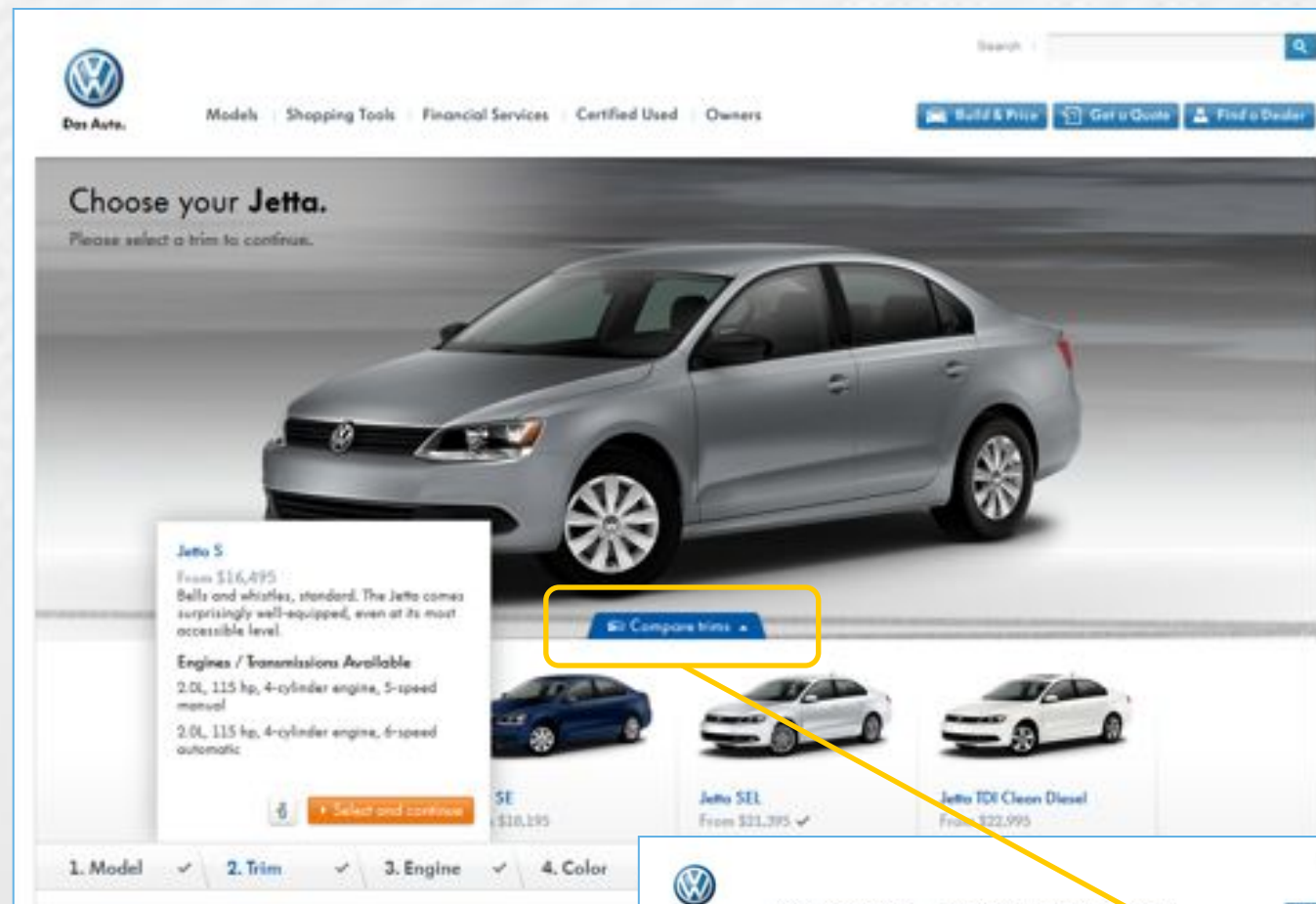
	RX 350 FWD	RX 350 AWD	RX 450h FWD
<b>Engine</b>			
Type	60° V6, aluminum block and heads	60° V6, aluminum block and heads	Atkinson cycle 60° V6, aluminum block and heads
Displacement	2.5 liters (211 cubic inches)	2.5 liters (211 cubic inches)	2.5 liters (211 cubic inches)
Valvetrain	Four cam, four valves per cylinder, with dual Variable Valve Timing with Intelligence (VVT-i)	Four cam, four valves per cylinder, with dual Variable Valve Timing with Intelligence (VVT-i)	Four cam, four valves per cylinder, with Variable Valve Timing with Intelligence (VVT-i)
Compression Ratio	10.8:1	10.8:1	12.5:1
Emission Rating	Certified Ultra-Low Emission Vehicle (ULEV II)	Certified Ultra-Low Emission Vehicle (ULEV II)	Certified Super Ultra-Low Emission Vehicle (SULEV II)
<b>Performance</b>			
0-60 MPH Acceleration	7.8 seconds [1] [2]	7.4 seconds [1] [2]	7.8 seconds [1] [2]

Rollover accessory and options details

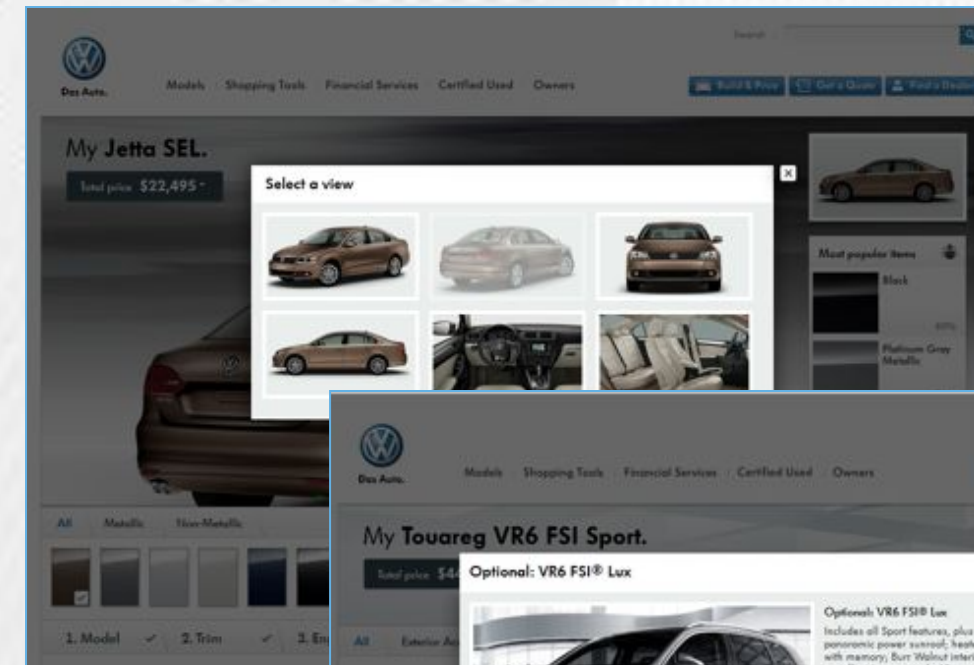
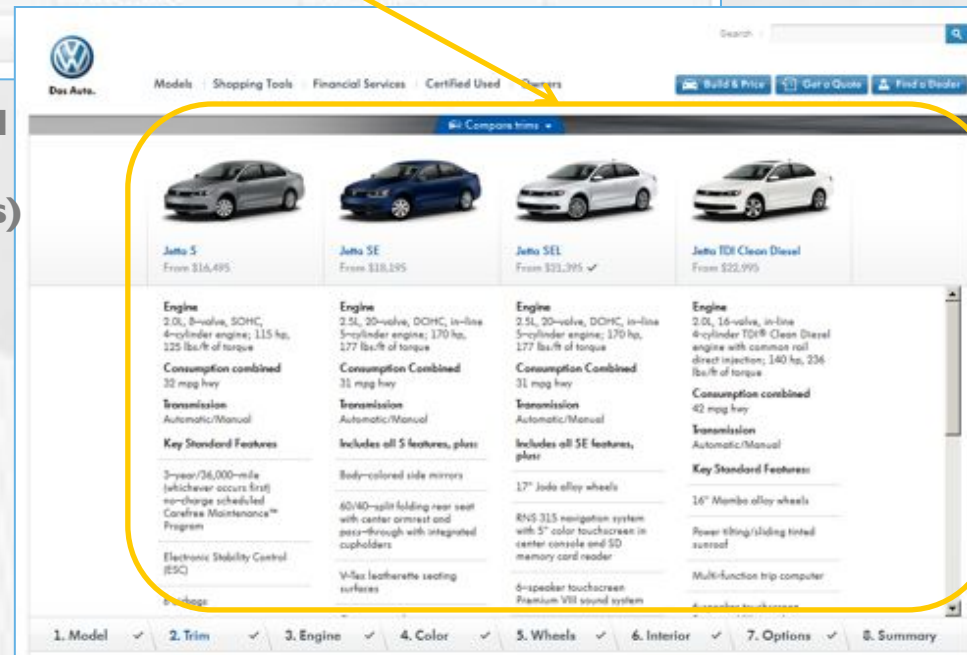


# Build Your Own: Info Efficiency

## Volkswagen

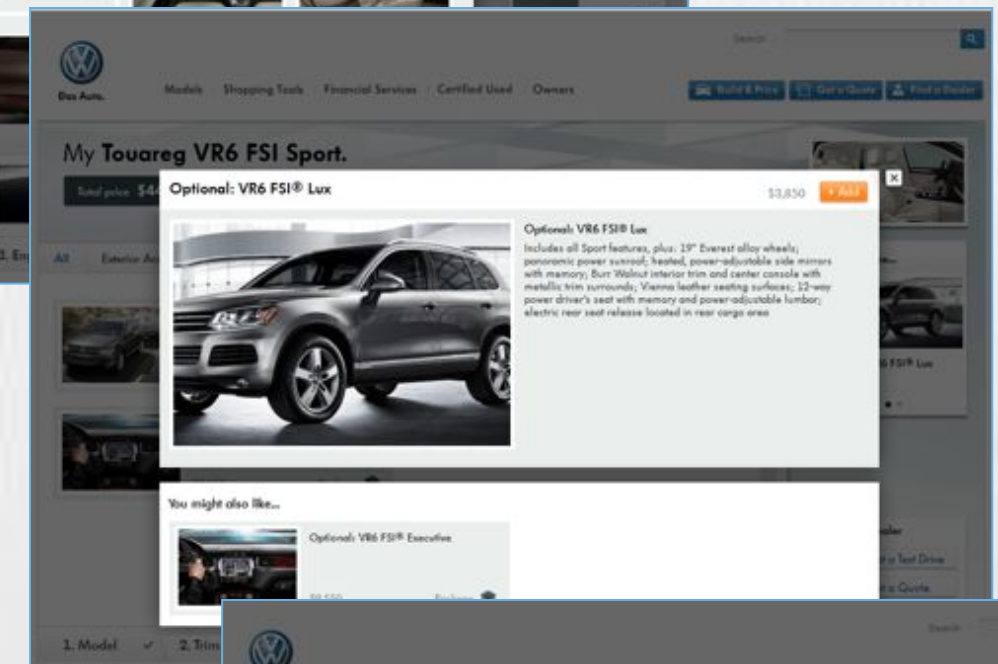


All content/assets presented in 'rise-up' layers (including trim details and comparisons)

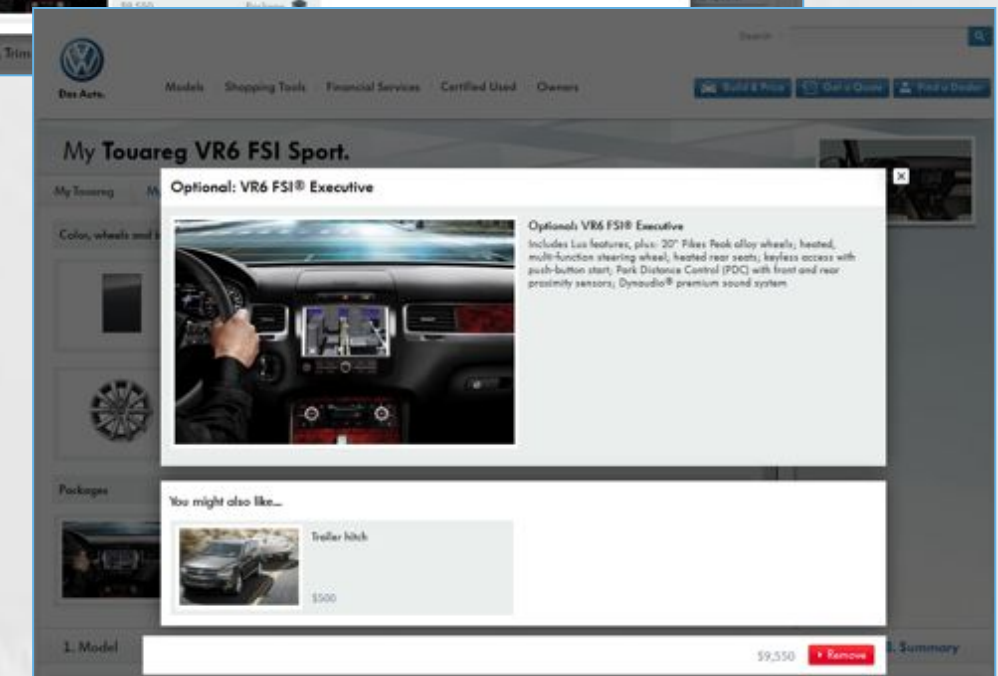


Multiple vehicle views layer

Packages and accessories details layer



Summary page with selection details layer




# Build Your Own: Info Efficiency

## Porsche

**Build your own Cayman S Black Edition** (external microsite)

2D 3D

EXTERIOR VIEW INTERIOR VIEW



My Porsche  
 Base price: \$67,500  
 Price for Equipment: \$4,990  
 Destination Charge: \$950  
 Total Price\*: \$73,440  
\*Option availability and pricing subject to change. Please consult your local dealer for the most up-to-date information.

Standard Features  
 Technical specifications  
 Play engine sound

Tools  
 Load  
 Save  
 Print

FRONT VIEW REAR VIEW

1. Models ✓ 2. Exterior ✓ 3. Interior ✓ 4. Options 5. Summary Next Step

Exterior	Info	Price	Please select one category
<input type="checkbox"/> ParkAssist System in Rear	(i)	\$530	Exterior
<input checked="" type="checkbox"/> AeroKit Cayman Exclusive	(i)	\$4,990	Performance
<input type="checkbox"/> Rear Window Wiper	(i)	\$360	Interior
<input type="checkbox"/> Roof Transport System			Interior Leather
<input type="checkbox"/> Side Mirror Attachment Point Finishers			
<input type="checkbox"/> Front Air Intake Grilles Painted Exterior			
<input type="checkbox"/> Headlight Cleaning System Cover Painted Exterior			
<input type="checkbox"/> Side Stripes with Model Designation			
<input type="checkbox"/> Fuel Tank Cap in Aluminum Look Exclusive			



Multiple vehicle views

## Vehicle lighting effects available in external 'twilight' view

**Build your own Cayman S Black Edition**

NO BACKGROUND DAYLIGHT TWILIGHT LIGHTING

EXTERIOR VIEW INTERIOR VIEW

FRONT VIEW REAR VIEW 360-DEGREE NAVIGATION


1. Models ✓ 2. Exterior ✓ 3. Interior ✓ 4. Options 5. Summary Next Step

Interior Leather	Detail	Info	Price	Please select one category
<input type="checkbox"/> Soft Ruffled Leather on Seats		(i)	\$365	Exterior
<input checked="" type="checkbox"/> Three-Spoke Multi-Function Steering Wheel	(i)	(i)	\$365	Performance
<input type="checkbox"/> Steering Wheel Rim with Deviating Stitching Exclusive		(i)	\$1,025	Interior
<input checked="" type="checkbox"/> Steering Column Casing in Leather Exclusive	(i)	(i)	\$465	Interior Leather
<input type="checkbox"/> Door Finishers in Leather		(i)	\$360	Interior Aluminum
<input type="checkbox"/> Door Opener in Leather Exclusive	(i)	(i)	\$640	Interior Alcantara
<input type="checkbox"/> Instrument Surround in Leather Exclusive	(i)	(i)	\$440	Audio and Communications
<input checked="" type="checkbox"/> Defroster Air Vents in Leather Exclusive	(i)	(i)	\$365	
<input type="checkbox"/> Defroster Trim in Leather Exclusive	(i)	(i)	\$535	
<input checked="" type="checkbox"/> A-Pillar Leather Interior Package Exclusive	(i)	(i)	\$740	

Extensive options image details

**Build your own Cayman S Black Edition**

CLOSE IMAGE X CLOSE INFORMATION X



Basic rack for roof-rack system


1. Models ✓ 2. Exterior ✓ 3. Interior ✓ 4. Options 5. Summary Next Step

Exterior	Info	Price	Please select one category
<input type="checkbox"/> ParkAssist System in Rear	(i)	\$530	Exterior
<input checked="" type="checkbox"/> AeroKit Cayman Exclusive	(i)	\$4,990	Performance
<input type="checkbox"/> Rear Window Wiper	(i)	\$360	Interior
<input type="checkbox"/> Roof Transport System			Interior Leather
<input type="checkbox"/> Side Mirror Attachment Point Finishers Painted Exterior	(i)	\$365	Interior Aluminum
<input type="checkbox"/> Front Air Intake Grilles Painted Exterior Color Exclusive	(i)	\$750	Interior Alcantara
<input type="checkbox"/> Headlight Cleaning System Cover Painted Exterior Color Exclusive	(i)	\$295	Audio and Communications
<input type="checkbox"/> Side Stripes with Model Designation Exclusive	(i)	\$775	
<input type="checkbox"/> Fuel Tank Cap in Aluminum Look Exclusive	(i)	\$160	

**Build your own Cayman S Black Edition**

NO BACKGROUND DAYLIGHT TWILIGHT LIGHTING

EXTERIOR VIEW INTERIOR VIEW



FRONT VIEW REAR VIEW 360-DEGREE NAVIGATION

1. Models ✓ 2. Exterior ✓ 3. Interior ✓ 4. Options 5. Summary Next Step

Interior Leather	Detail	Info	Price	Please select one category
<input type="checkbox"/> Soft Ruffled Leather on Seats		(i)	\$365	Exterior
<input checked="" type="checkbox"/> Three-Spoke Multi-Function Steering Wheel	(i)	(i)	\$365	Performance
<input type="checkbox"/> Steering Wheel Rim with Deviating Stitching Exclusive		(i)	\$1,025	Interior
<input checked="" type="checkbox"/> Steering Column Casing in Leather Exclusive	(i)	(i)	\$465	Interior Leather
<input type="checkbox"/> Door Finishers in Leather		(i)	\$360	Interior Aluminum
<input checked="" type="checkbox"/> Door Opener in Leather Exclusive	(i)	(i)	\$640	Interior Alcantara
<input type="checkbox"/> Instrument Surround in Leather Exclusive	(i)	(i)	\$440	Audio and Communications
<input checked="" type="checkbox"/> Defroster Air Vents in Leather Exclusive	(i)	(i)	\$365	
<input type="checkbox"/> Defroster Trim in Leather Exclusive	(i)	(i)	\$535	
<input checked="" type="checkbox"/> A-Pillar Leather Interior Package Exclusive	(i)	(i)	\$740	

Multiple 360 background Interior/exterior views:

- Showroom
- Daylight
- Twilight

# Build Your Own: CTA Strategy

## Ford

Build Your Own 2011 535i Sedan

My 535i Sedan

- 3.0 liter, 6-cylinder engine with TurboPower Turbo Technology
- Rear-wheel drive
- See all standard features
- Base MSRP \$50,100
- Titanium Silver Metallic \$550
- Black Leatherette \$0
- Dark wood trim \$0
- Navigation system \$1,800
- Destination & handling \$875

BMW Ultimate Service™

- 4 Years/50,000 Miles Warranty Included
- 4 Years/50,000 Miles Maintenance Program Included
- 4 Years/Unlimited Mileage Roadside Assistance Included
- 4 Years/Unlimited Mileage BMW Assist™ Included

Total MSRP as Built: \$53,425

Lease Offer starting at \$29/month

Estimate a Payment

Get a Quote

Download Brochure

### Summary CTAs:

- RaQ
- Test drive
- Estimate payments
- Offers/incentives
- Download brochure
- Download configuration PDF
- print
- email
- save
- share

## Infiniti

Infiniti G37 Convertible

SUMMARY & RETAILER CONTACT

MODEL	2011 Infiniti G37 Convertible	\$47,903
EXTERIOR COLOR	Windsor Red	\$1,000
INTERIOR COLOR	No Preference	-
PACKAGE	None Selected	-
ACCESSORIES	Premium Sound System (200 Speakers)	\$2,000
	Premium Leather Floor Mats (200 Pieces)	\$500
	18" Premium Wheel (200 Pieces)	\$1,000
	18" Premium Wheel (200 Pieces)	\$500
	18" Premium Wheel (200 Pieces)	\$500
	Destination & handling	\$800

ESTIMATE PAYMENTS \$639

BUILD TOTAL MSRP: \$47,903

REQUEST INTERNET QUOTE

YOUR LOCAL RETAILER

REQUEST AN INTERNET QUOTE FROM INFINITI OF MIAMI

Name: [ ] Last Name: [ ]

Address: [ ]

City: [ ] State: [ ] ZIP: [ ]

How would you like to be contacted? [ ] [ ] [ ]

Phone: [ ]

### Summary CTAs:

- RaQ
- Contact dealer
- Search dealer inventories
- Local available inventory
- Estimate payments
- print
- email
- share

# Build Your Own: Stand Out Experience

Volvo