

VERTICAL 4

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Transport

## TRANSPORT

The automotive and mobility industries were among the hardest hit during the pandemic, yet mobility has recently reached pre-pandemic levels again in Indonesia. COVID-19 introduced a new dynamic that surfaced the opportunities of online touchpoints. This reliance on digital is here to stay, which means automotive players must embrace a digital-first strategy to meaningfully connect and engage with consumers.

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COVID-19 introduced a new dynamic that surfaced the opportunities of online touchpoints. This reliance on digital is here to stay, which means automotive players must embrace a digital-first strategy to meaningfully connect and engage with consumers.

**Mobility demand  
is picking up again.  
As Indonesians travel  
more, they are turning  
to Search to voice  
their concerns about  
transport-related  
issues and explore  
alternative options.**












## Rise in search interest in transport-related issues:

🔍 tarif tol	🎤	+20%
🔍 kenapa macet	🎤	+40%
🔍 harga bensin	🎤	+20%





## Rise in search interest in alternative forms of transport:

 kereta		+60%
 busway		+70%
 MRT		+70%
 ride hailing		+40%

**With more commuters preferring greener options of transport, there is greater public support and curiosity about electric cars and bikes.**

Search interest in **motor listrik** grew by +110%.

While search interest in **electric car brands** also increased by +30% on YouTube Search



Search interest in **mobil hybrid** and **sepeda listrik** climbed by +100%, as consumers searched for options that were better for the planet and environment.

With people looking for information on public electric vehicle charging stations, search interest in **SPKLU** jumped by +90%.

+100%

+90%

# Marketing implications

# 01

## Convert demand into potential leads.

Consumers' automotive needs are diverse. This means you need to understand them better to capture demand and win hearts. Engage with customers by running a lead-generation campaign that encourages them to pursue a specific action - be it buying a car or learning more about green mobility options. You can also make the search result more expansive with image extensions to help automotive consumers see relevant visuals of your product.



# Product Highlight

Leverage machine learning technology to provide personalized and relevant information to people researching online, and drive purchase decisions. Brands using **broad match keywords** and **smart bidding** strategies together have seen up to 25% increase in conversions.

# 02

## Stay on top of car-buying trends.

Be in the consideration mindset. For example, tap onto non-branded keywords such as “generic car” or rising topics such as hybrid and electric cars to stay top of mind with customers who are on their car-buying journey. By offering the right information at the right time, the customer will feel that your brand understands them and will be more likely to choose you.

# Product Highlight

Stay abreast with evolving trends. Keep Search always on to stay top of mind and influence your automotive consumers on their path to purchase.

**Keyword Planner** can help brands create Search campaigns that are centered around in-depth keyword research. You can then use image extensions to expand the Search result and help consumers see relevant visuals of cars or motorbikes.

**Mobility is undergoing a digital transformation. How the automotive industry responds to the trends will shape the industry in the future.**

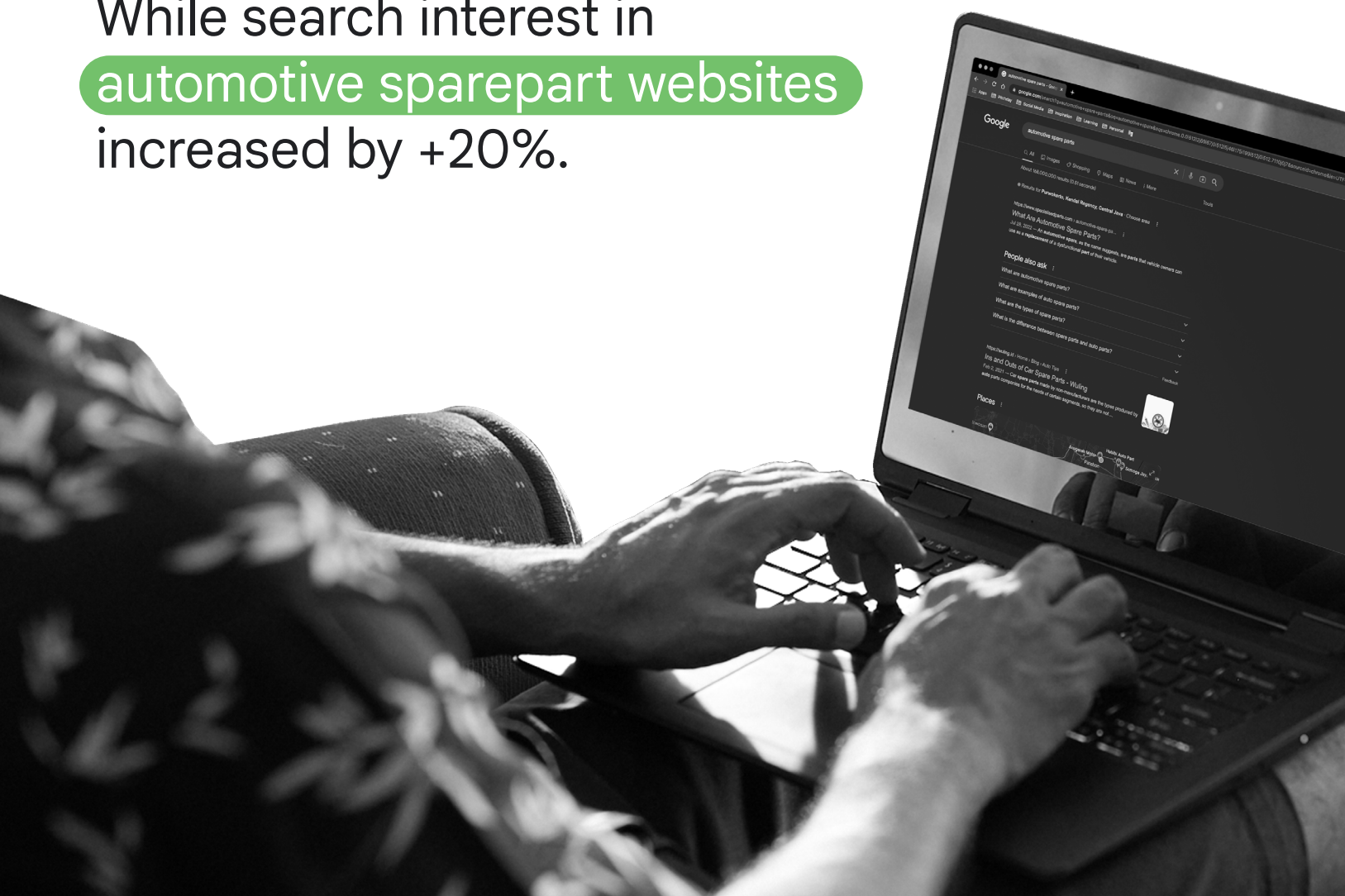


Online touchpoints, including Search, YouTube and brand websites, are now leading research sources not just for automotive products but also the adjacent category related to it.

Search interest in **automotive brands** rose by 30% on YouTube Search.

+30% growth in **asuransi kendaraan** search interest.

While search interest in **automotive sparepart websites** increased by +20%.



They are also a pivotal tool in the purchase decision-making process, and a gateway to aftersales and maintenance once a purchase is made.

Search interest in

automotive marketplace websites

and brand apps grew by +60% and +50% respectively, as Indonesians checked the options available online throughout their purchase journey.

50% increase in search interest in

bengkel mobil on YouTube Search





# Product Highlight

Review your website to provide customers with a quality online experience. Leverage **lead forms** and **location extensions** in your Search ads to collect information from customers looking for additional information about cars and motorbikes and inform them about your closest dealers. Finally, integrate your offline conversion data with Google Ads to further optimize your campaigns and get a holistic view of your conversions.

PRODUCT HIGHLIGHT

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