



RTBHOUSE =

Accelerated commerce

Auto Industry

Digital Advertising Guide

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Welcome to accelerated e-commerce

A few words about why we are here

Most industry reports you read in 2021 will start with a story of “unexpected changes” or “unprecedented challenges”.

It’s true. However, in the automotive industry, that is also very much business as usual...

Change is the only constant. Car manufacturers deal with endless recalibrations to the supply chain, regulations, and customer expectations. They need to balance flexibility and innovation with brand consistency in order to stay relevant.

We’re going to look at the current situation in the automotive industry and at how brands can leverage online advertising more effectively in order to serve their customers and protect and elevate their brands.

First of all, we’re going to look at a major industry shift: the acceleration of e-commerce and a tipping point for customer trust toward online channels.

The road to online auto sales: 2021 and beyond

It's been a hard road to activating online sales in the automotive industry.

Other verticals have embraced and thrived from e-commerce while auto has lagged far behind.

[20% of all fashion revenue](#) is now through online channels, compared to [just 1% in the auto industry](#). And areas of e-commerce that thrive in other industries are virtually untapped in auto commerce.

Around **10%** of people in developed countries are already using smart speakers and making use of voice commerce, but did anyone ever say,

“Alexa, please order me the new Audi”?



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