TOYOTA STICKY TESTING
TEST PROGRAM: CONQUEST INITIATIVES EMAILS RESULTS

April 23, 2018

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OBJECTIVES & LEARNING AGENDA

To have a one-touch conquest for competitive shoppers that alerts them to Toyota's wide range of vehicle offerings and educates competitive shoppers on Toyota's better alternative to a competitor's vehicle type as well as educate the shopper on Toyota's alt-fuel program.

- Is the content engaging to the user?
- Is the content visually appealing to the user?
- What other information would a user want in this email?
- Are users reading the content?
- What content is the user focused on?
- Do these emails provide enough information to guide a user down the purchase funnel?
- How many types of vehicles is the user thinking about?
- Does the design and content drive brand affinity?

TEST ENVIRONMENT

Sticky is an eye tracking & emotion measurement platform. We quantify the view-ability of creative content by capturing where users look & survey responses. Users understand they are not viewing the email in an email client application and that their clicks are tracked but they won't be taken out of the email testing experience.

- Test platform: Sticky by tobiipro

- Audience size: 31 qualified test results out of panel of 145

- Audience criteria:

  ◦ Live in North America
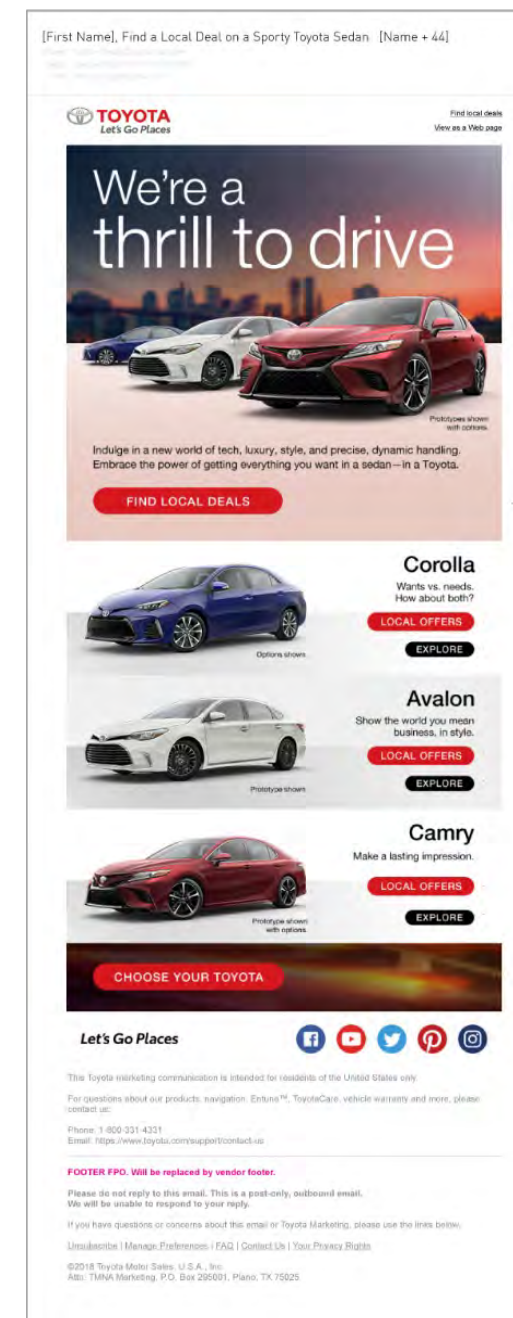
  ◦ Age 18-60

  ◦ Gender M/F

EMAIL

LIFECYCLE EMAILS
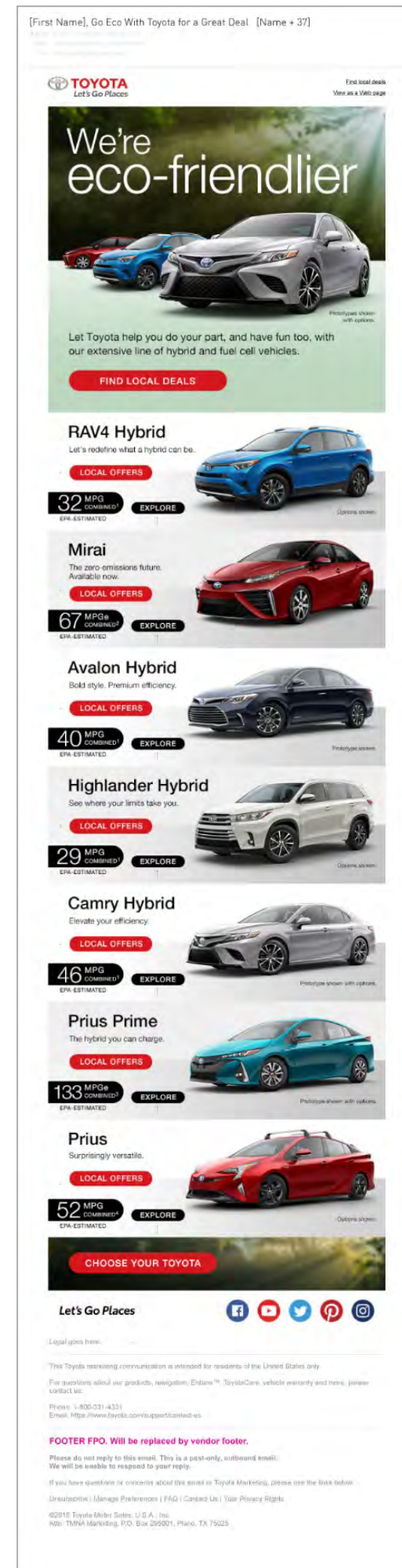
ECO Version

Sedans Version

Mirai Asian
Conquest

VS – ECO Version
## Overview

Email Overview

- Toyota is seeking to boost sales of alternative-fuel vehicles, particularly Mirai, in specific markets. Using rented email addresses from third-party vendors, we send these emails to prospective vehicle buyers with the intent of bringing their interest and purchase desire to Toyota's family of vehicles.

Cadence/Sent

- Delivered within 14 business days post deployment (dependent on vendor data delivery)
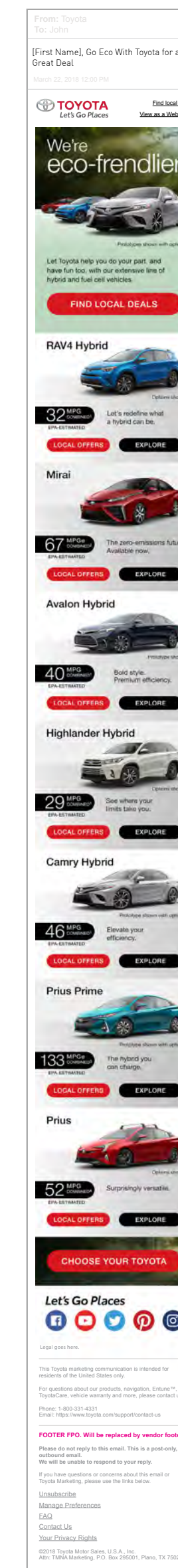
Mobile
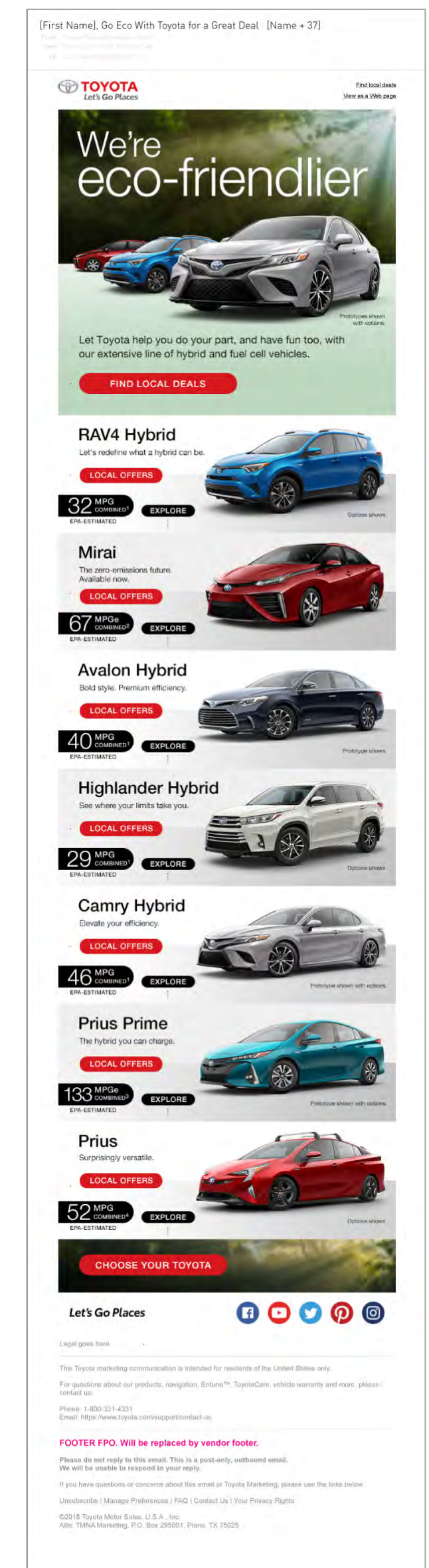
Desktop

VS – ECO Version
Engagement Results

|		
Read	Hero Module	Earned Attention: 6.2 seconds Word Count: 26
Glanced	RAV4 Hybrid Copy	Earned Attention: 1.9 seconds Word Count: 17
Read	Vehicle - RAV4 Hybrid	Earned Attention: 1 seconds Word Count: 2
Glanced	Mirai Copy	Earned Attention: 1.5 seconds Word Count: 14
Skimmed	Avalon Hybrid Copy	Earned Attention: 1 seconds Word Count: 14
N/A	Vehicle - Mirai	Earned Attention: 0.8 seconds Word Count: 0
Read	Vehicle - Avalon Hybrid	Earned Attention: 1 seconds Word Count: 2
Skimmed	Highlander Hybrid Copy	Earned Attention: 0.8 seconds Word Count: 16
Skimmed	Footer Text	Earned Attention: 2.2 seconds Word Count: 112
Skimmed	Camry Hybrid Copy	Earned Attention: 1.1 seconds Word Count: 13
Read	Choose Your Toyota	Earned Attention: 0.7 seconds Word Count: 3
Read	Social Media	Earned Attention: 0.6 seconds Word Count: 3
Skimmed	Prius Copy	Earned Attention: 0.8 seconds Word Count: 11
Read	Vehicle - Highlander Hybrid	Earned Attention: 0.9 seconds Word Count: 2
Skimmed	Prius Prime Copy	Earned Attention: 0.8 seconds Word Count: 15
Read	Vehicle - Prius	Earned Attention: 0.9 seconds Word Count: 2
Read	Vehicle - Camry Hybrid	Earned Attention: 0.8 seconds Word Count: 4
Read	Vehicle - Prius Prime	Earned Attention: 0.9 seconds Word Count: 4
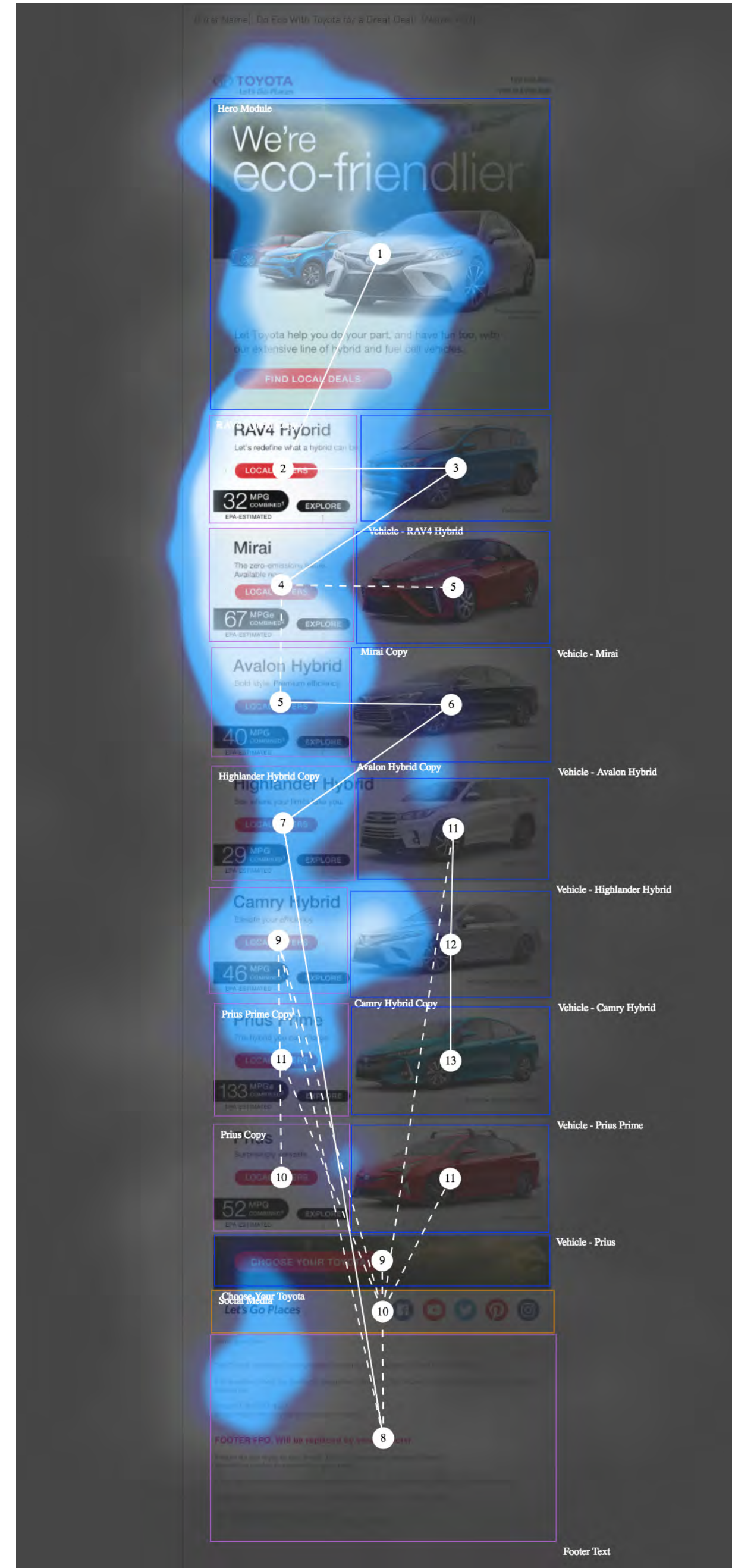
Hero Module
Seen by: 97% of users
Ranked 1st out of 18 Areas of Interest

Mirai Copy
Seen by: 94% of users
Ranked 4th out of 18 Areas of Interest

RAV4 Hybrid Copy
Seen by: 90% of users
Ranked 2nd out of 18 Areas of Interest

Avalon Hybrid Copy
Seen by: 84% of users
Ranked 5th out of 18 Areas of Interest

Highlander Hybrid Copy
Seen by: 81% of users
Ranked 7th out of 18 Areas of Interest

Camry Hybrid Copy
Seen by: 81% of users
Ranked 9th out of 18 Areas of Interest

Prius Prime Copy
Seen by: 77% of users
Ranked 11th out of 18 Areas of Interest

Vehicle - Camry Hybrid
Seen by: 77% of users
Ranked 12th out of 18 Areas of Interest

Vehicle - Mirai
Seen by: 74% of users
Ranked 5th out of 18 Areas of Interest

Vehicle - Avalon Hybrid
Seen by: 71% of users
Ranked 6th out of 18 Areas of Interest

Vehicle - RAV4 Hybrid
Seen by: 68% of users
Ranked 3rd out of 18 Areas of Interest

Vehicle - Highlander Hybrid
Seen by: 65% of users
Ranked 11th out of 18 Areas of Interest

Vehicle - Prius Prime
Seen by: 65% of users
Ranked 13th out of 18 Areas of Interest

Prius Copy
Seen by: 61% of users
Ranked 10th out of 18 Areas of Interest

Choose Your Toyota
Seen by: 58% of users
Ranked 9th out of 18 Areas of Interest

Social Media
Seen by: 52% of users
Ranked 10th out of 18 Areas of Interest

Footer Text
Seen by: 48% of users
Ranked 8th out of 18 Areas of Interest

Vehicle - Prius
Seen by: 42% of users
Ranked 11th out of 18 Areas of Interest

VS – ECO Version
Heatmap Results

- The hero module received the most amount of attention at 6.2 seconds, followed by the footer at 2.2 seconds, and the RAV4 Hybrid body copy 1.9 seconds.
- Users glanced (users looked quickly then looked at something else) at the body copy modules above the fold and skimmed (scanning through quickly) through the body copy modules below the fold.
- Users scrolled down the email and glanced at the 52 MPG within the Prius module as well as the Choose Your Toyota module.
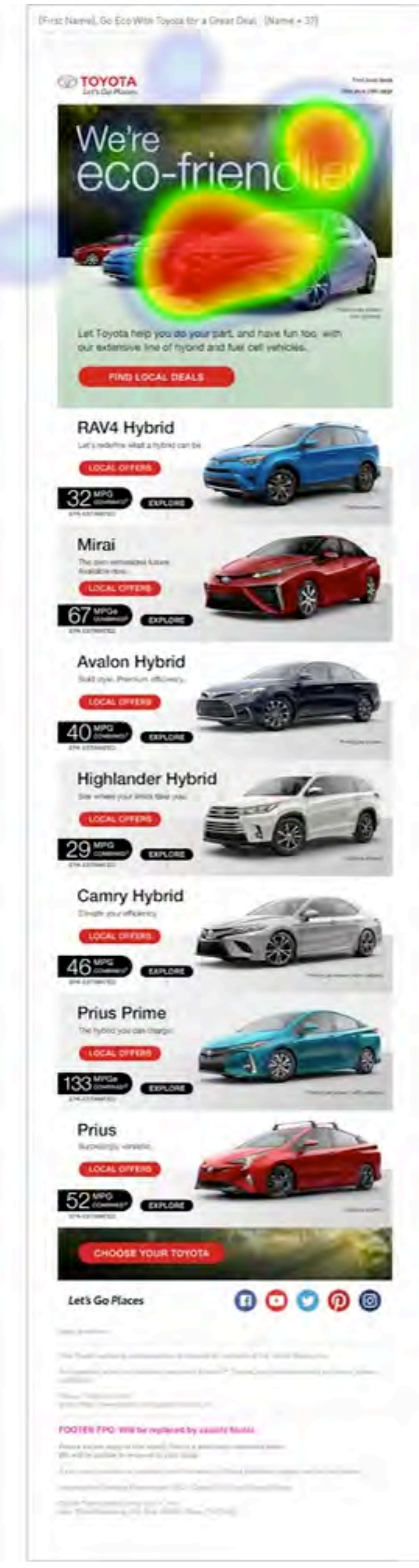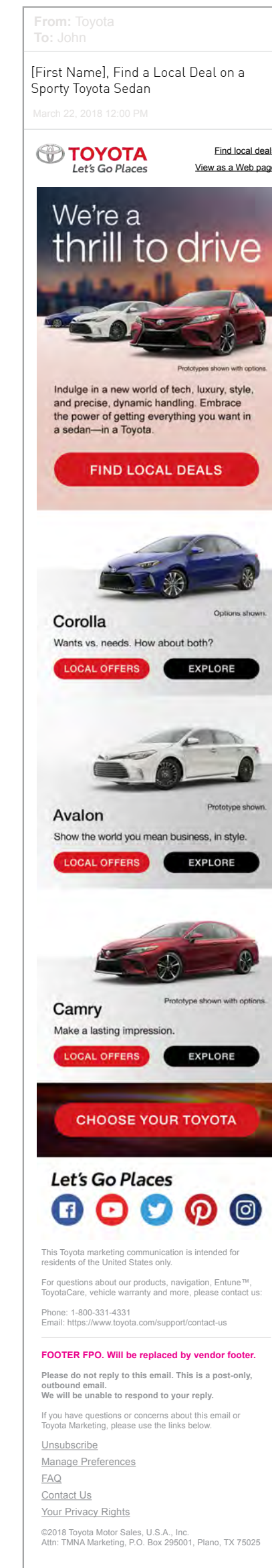
VS – Sedans Version
## Overview

Email Overview

- Toyota is seeking to boost sales of alternative-fuel vehicles, particularly Mirai, in specific markets. Using rented email addresses from third-party vendors, we send these emails to prospective vehicle buyers with the intent of bringing their interest and purchase desire to Toyota's family of vehicles.

Cadence/Sent

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Mobile
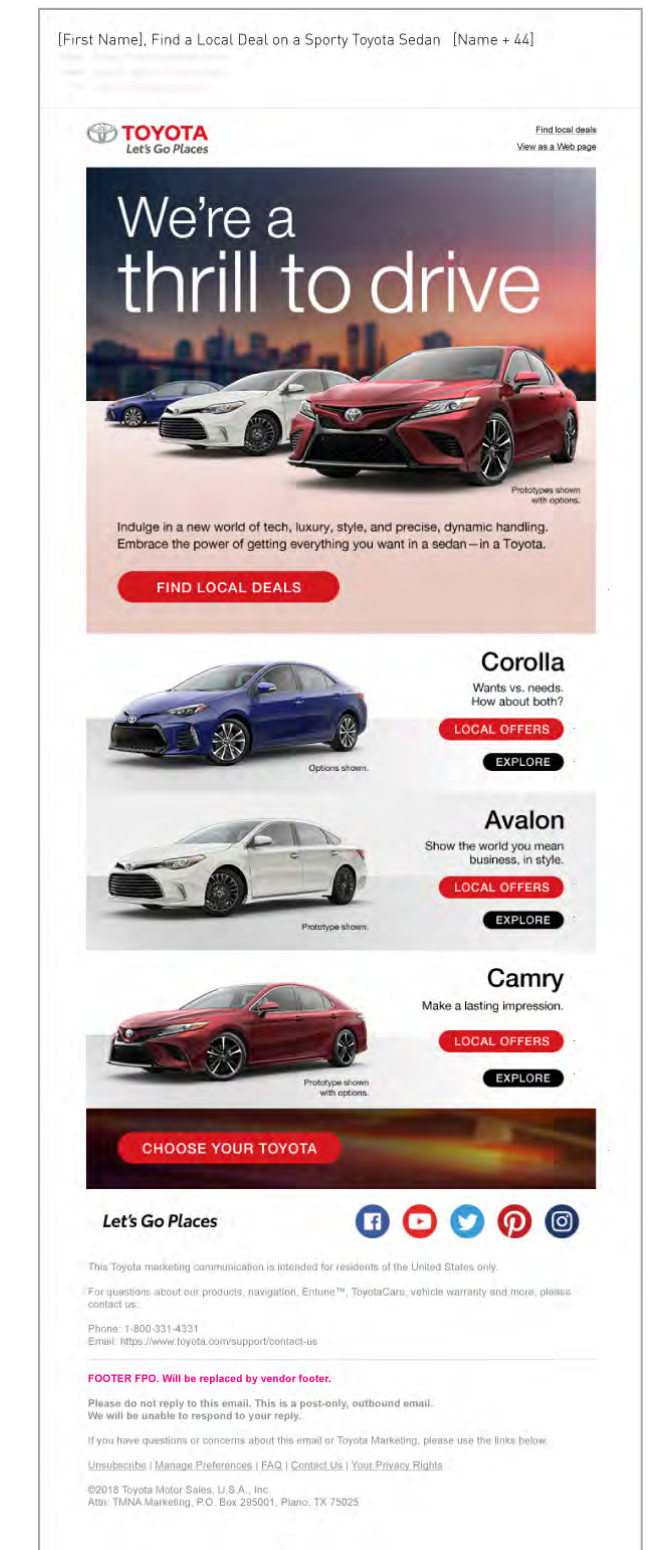
Desktop

VS – Sedans Version
Engagement Results

02-VS_Sedans_Version

|		
Read	**Hero Module**	Earned Attention: 6.1 seconds Word Count: 38
Read	**Vehicle - Corolla**	Earned Attention: 1.6 seconds Word Count: 2
Read	**Vehicle - Avalon**	Earned Attention: 1.5 seconds Word Count: 2
Skimmed	**Corolla Copy**	Earned Attention: 1 seconds Word Count: 10
Skimmed	**Avalon Copy**	Earned Attention: 1.1 seconds Word Count: 12
Read	**Vehicle - Camry**	Earned Attention: 1.1 seconds Word Count: 4
Glanced	**Camry Copy**	Earned Attention: 0.9 seconds Word Count: 8
Read	**Choose Your Toyota**	Earned Attention: 1.2 seconds Word Count: 3
Read	**Social Media**	Earned Attention: 1 seconds Word Count: 3
Skimmed	**Footer Text**	Earned Attention: 2.4 seconds Word Count: 95
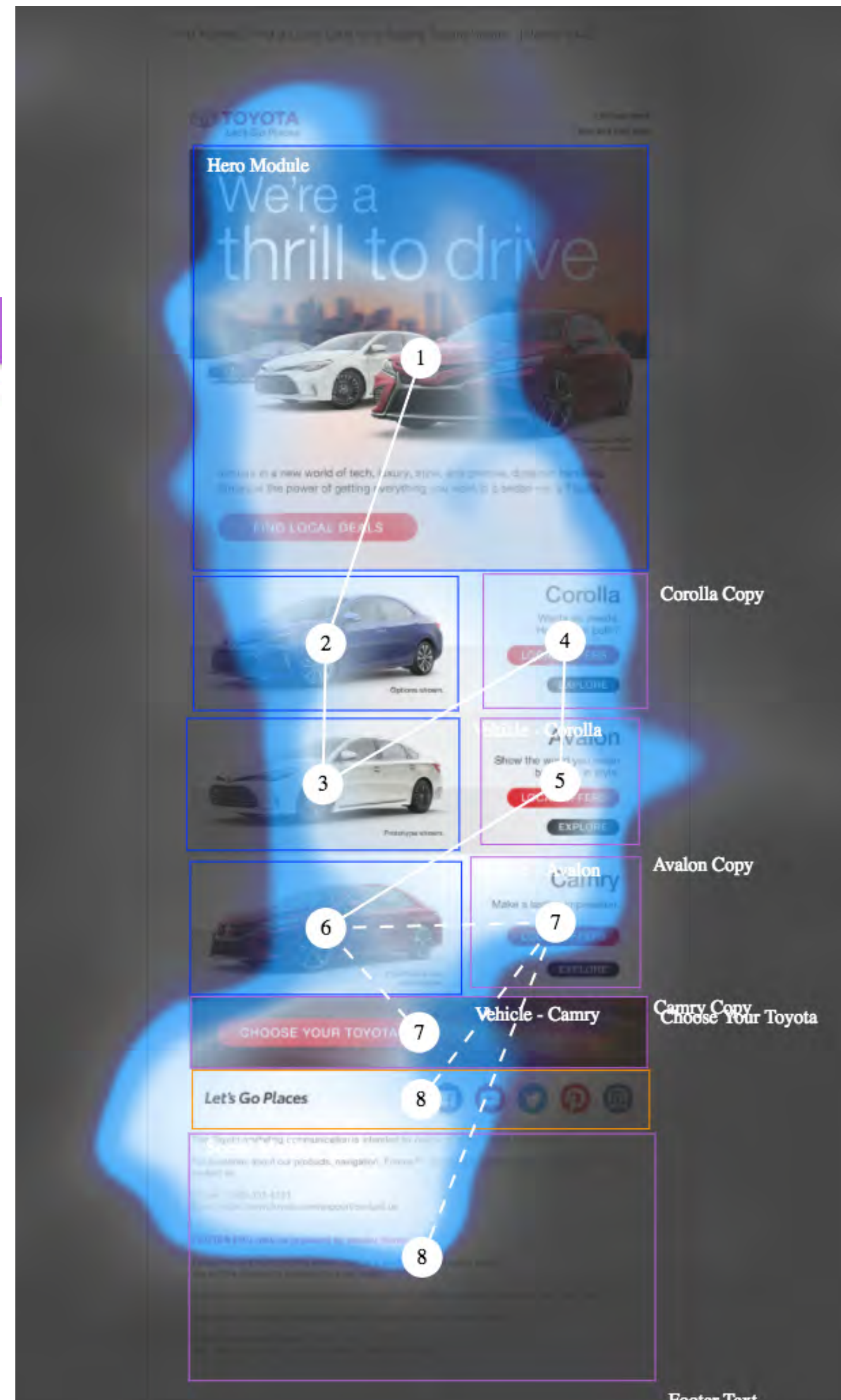
Hero Module
Time to discover: 1.2 seconds
Seen 1st out of 10 Areas of Interest

Vehicle - Corolla
Time to discover: 5.8 seconds
Seen 2nd out of 10 Areas of Interest

Vehicle - Avalon
Time to discover: 7.6 seconds
Seen 3rd out of 10 Areas of Interest

Corolla Copy
Time to discover: 8.2 seconds
Seen 4th out of 10 Areas of Interest

Avalon Copy
Time to discover: 8.8 seconds
Seen 5th out of 10 Areas of Interest

Vehicle - Camry
Time to discover: 9.2 seconds
Seen 6th out of 10 Areas of Interest

Camry Copy
Time to discover: 10.5 seconds
Seen 7th out of 10 Areas of Interest

Choose Your Toyota
Time to discover: 10.5 seconds
Seen 7th out of 10 Areas of Interest

Social Media
Time to discover: 11.1 seconds
Seen 8th out of 10 Areas of Interest

Footer Text
Time to discover: 11.2 seconds
Seen 8th out of 10 Areas of Interest

VS – Sedans Version
Heatmap Results

- Users spent 6.1 seconds on the hero module and read the content.
- Users spent more time on the vehicle images then they did on the vehicle's body copy.
- Users glanced through Camry's copy and skimmed through the Corolla and Avalon copy.
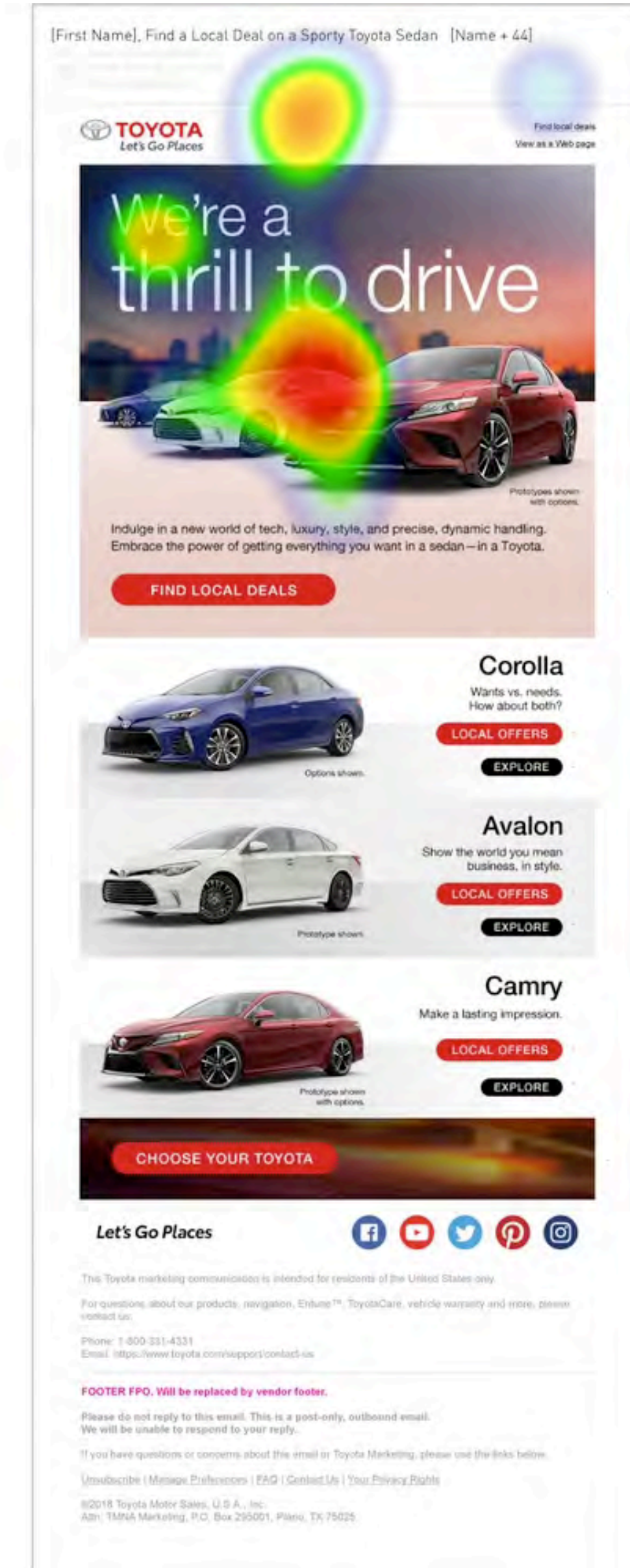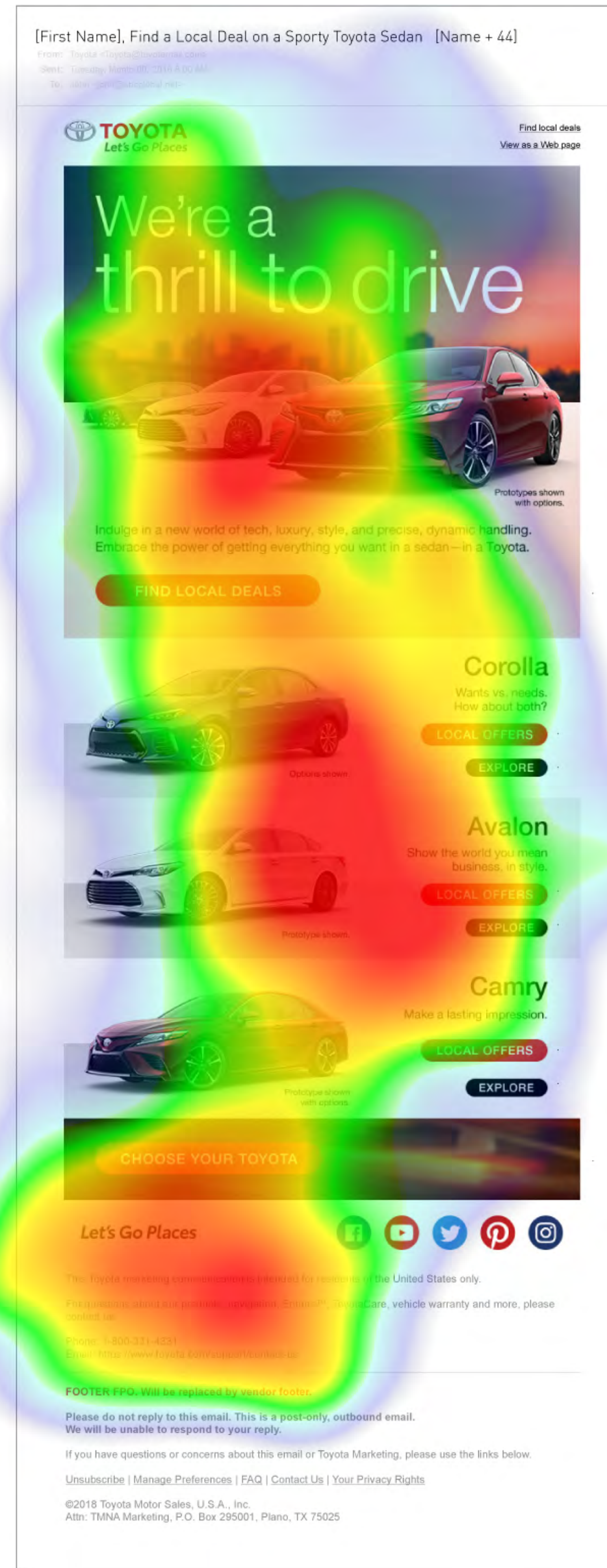
VS – Mirai Version
## Overview

Email Overview

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Cadence/Sent

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Mobile
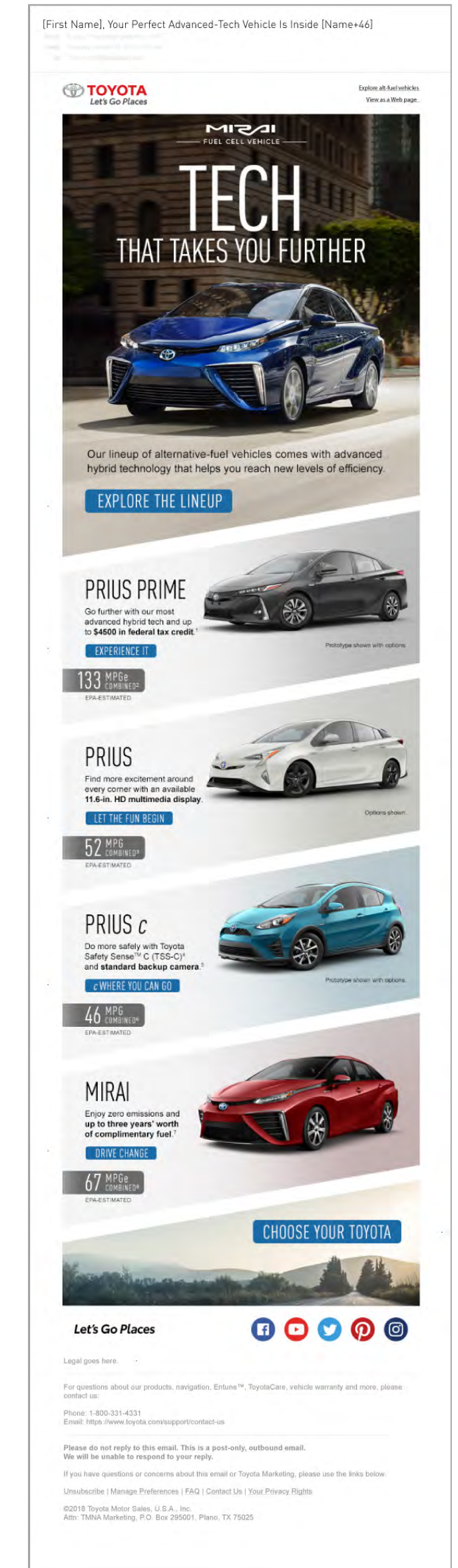
Desktop

VS – Mirai Version
Engagement Results

|		
Read	**Hero Module**	Earned Attention: 5.8 seconds Word Count: 30
Skimmed	**Prius Prime Copy**	Earned Attention: 2 seconds Word Count: 25
Read	**Vehicle - Prius Prime**	Earned Attention: 1.5 seconds Word Count: 4
Skimmed	**Prius Copy**	Earned Attention: 1.2 seconds Word Count: 23
Read	**Vehicle - Prius**	Earned Attention: 1.3 seconds Word Count: 2
Skimmed	**Prius C Copy**	Earned Attention: 1.1 seconds Word Count: 25
Read	**Choose Your Toyota**	Earned Attention: 0.8 seconds Word Count: 3
Skimmed	**Mirai Copy**	Earned Attention: 1.1 seconds Word Count: 20
Read	**Vehicle - Prius C**	Earned Attention: 0.8 seconds Word Count: 4
Read	**Social Media**	Earned Attention: 0.5 seconds Word Count: 3
N/A	**Vehicle - Mirai**	Earned Attention: 1.1 seconds Word Count: 0
Skimmed	**Footer Text**	Earned Attention: 0.9 seconds Word Count: 97
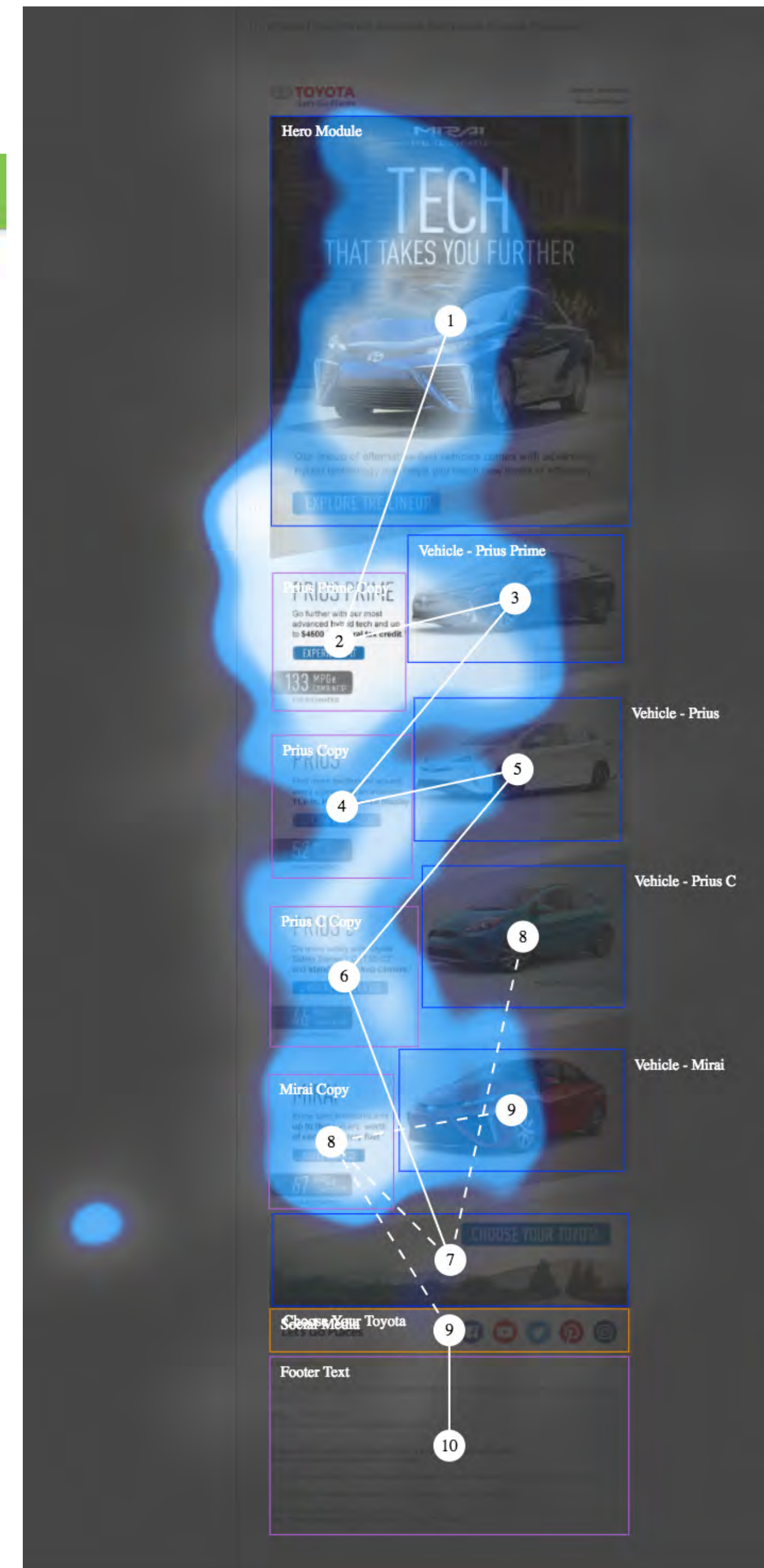
Hero Module
Time to discover: 0.3 seconds
Seen 1st out of 12 Areas of Interest

Prius Prime Copy
Time to discover: 7.7 seconds
Seen 2nd out of 12 Areas of Interest

Vehicle - Prius Prime
Time to discover: 8.8 seconds
Seen 3rd out of 12 Areas of Interest

Prius Copy
Time to discover: 11.1 seconds
Seen 4th out of 12 Areas of Interest

Vehicle - Prius
Time to discover: 11.6 seconds
Seen 5th out of 12 Areas of Interest

Prius C Copy
Time to discover: 12.6 seconds
Seen 6th out of 12 Areas of Interest

Choose Your Toyota
Time to discover: 13.6 seconds
Seen 7th out of 12 Areas of Interest

Mirai Copy
Time to discover: 14.5 seconds
Seen 8th out of 12 Areas of Interest

Vehicle - Prius C
Time to discover: 14.5 seconds
Seen 8th out of 12 Areas of Interest

Social Media
Time to discover: 15 seconds
Seen 9th out of 12 Areas of Interest

Vehicle - Mirai
Time to discover: 15 seconds
Seen 9th out of 12 Areas of Interest

Footer Text
Time to discover: 15.3 seconds
Seen 10th out of 12 Areas of Interest
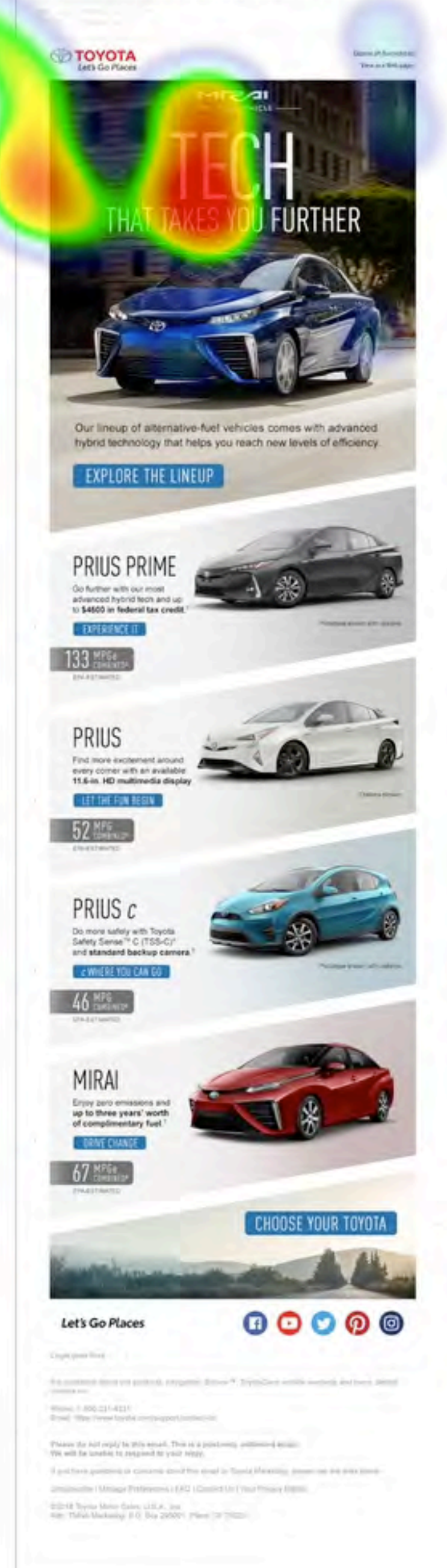
VS – Mirai Version
Heatmap Results

- Users spent 5.8 seconds on the hero module and focused on the large type, the body copy, then the explore the line up call-to-action.
- Users skimmed through each vehicle module's body copy.
- Users skimmed through the legal copy in the footer module.
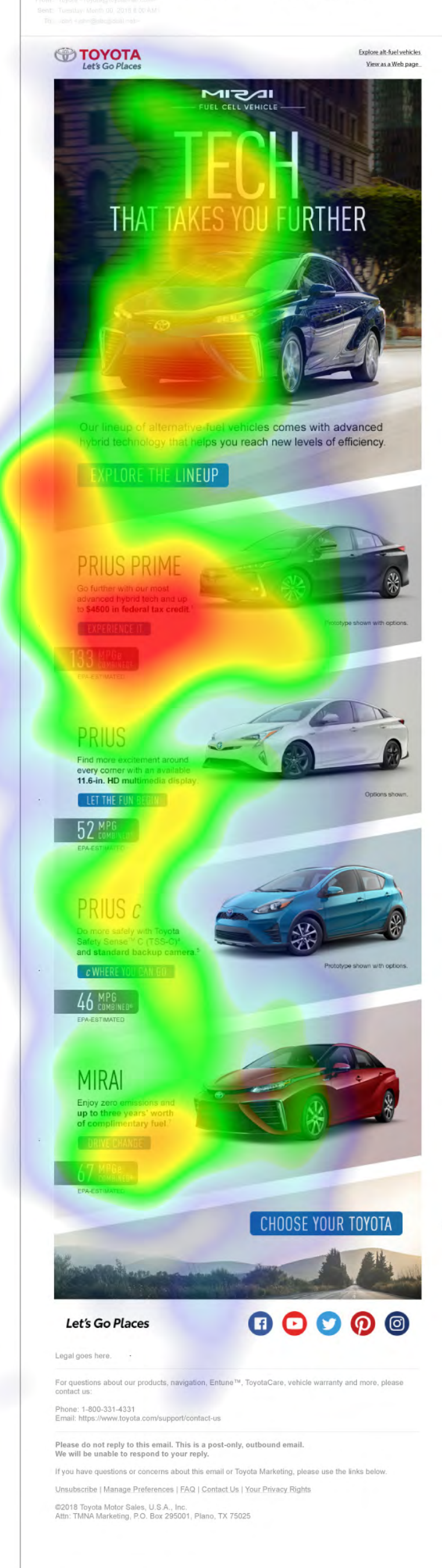
VS – ECO Version, Sedans Version, Mirai Asian Conquest
Survey Results

- Before the users saw any of the emails, we asked the user what is the key feature they are looking for in a new vehicle. 58% of users said smart technology, 39% said eco-friendly, 3% said hydrogen-powered, 0% of users are looking for luxury, off-road capabilities, or horsepower.

- (Eco Version) we asked users their thoughts on the number of vehicles shown in this email: 66% say this is fine as is, 30% say there are too many vehicles, and 3% say there are too few.

- (Eco Version) 50% of users described this email as interesting, 17% called it helpful, 12% called the email overwhelming, 9% said the email is generic, and 1% said none of the above.

- (Eco Version) We asked users what is important to them in email communications when they are looking for a new vehicle and we allowed the user to select all the options that applied: 58% said smart technology, 57% said Mpg, 52% said local offers and safety features, 45% are interested in financing options, 40% want accessory options, 25% are interested in seeing the car in use, and 1% of users said none of the above.

VS – ECO Version, Sedans Version, Mirai Asian Conquest
Survey Results

- (Sedans Version) We asked users what other content they would like to see regarding the Sedan email and we allowed the user to select all the options that applied: 56% said more information per car, 41% said they want to see photos of vehicle interiors, 29% want to see more vehicle options, 25% want to see different angles of the cars, 205% claim the content is fine as is, and 16% of users want to see action shots of the cars being driven.

- (Mirai Version) We asked users to share their thoughts about the content in this email and we allowed the user to select all the options that applied: 63% called the email interesting, 53% say the email is easy-to-read, 39% say the email is helpful, 12% call it generic, 6% say it's overwhelming, and 1% said none of the above.

- (Mirai Version) 77% of users said alternative-fuel options are important to them.

- (Mirai Version) We asked users where they think clicking on "Choose your Toyota" will take them: 43% said a Toyota vehicle page, 28% said Build and Price, 22% say a dealer website, 4% say information about fuel cell vehicles, and 2% said none of the above.

VS – ECO Version, Sedans Version, Mirai Asian Conquest
Key Findings & Recommendations

KEY FINDINGS

- Before seeing the emails we asked users when looking for a new car 58% of users said smart technology and 39% said eco-friendly features.

- (Sedans Version) We asked users what other content they would like to see 56% said more information per car, 41% said they want to see photos of vehicle interiors,

RECOMMENDATIONS

- Within the Sedans and Mirai emails highlight smart technology features. For example: Safety Sense.

- Within the Sedans email add in additional information: such as the main feature per sedan and show interior photos.