



TOYOTA STICKY TESTING

TEST PROGRAM: IMK RESULTS

May 01, 2018

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OBJECTIVES & LEARNING AGENDA

To get current Toyota owners to stick with Toyota and help them find their perfect next Toyota. Owners modeled to be in market for a new vehicle are guided through a personalized approach to the shopping and buying process.

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

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: 33 qualified test results out of panel of 280
- Audience criteria:
 - Live in North America
 - Age 18-60
 - Gender M/F
 - Toyota Owners



LEASE OFFER OPTIMIZATION EMAILS



SHOP (Challenger)



3V Offers

IMK – SHOP (Challenger)

Overview Email Overview

- Personalized experience that encourages Toyota owners to identify their VOI or self-identify that they are not in market.
- Communication serves Toyota owners their top four migration model vehicles.

Cadence/Sent

- Sent at the beginning of each month.



Mobile



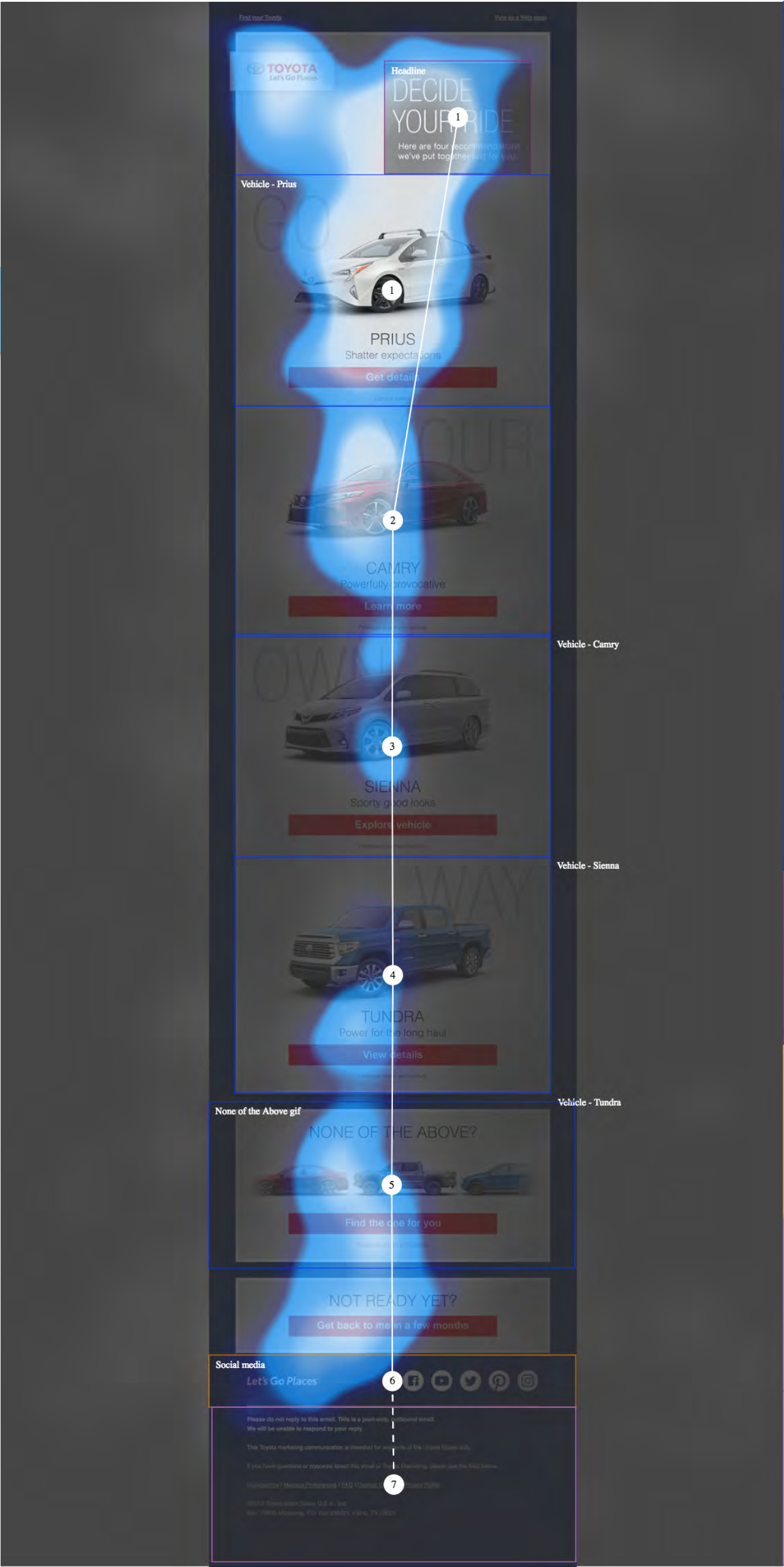
Desktop

IMK – SHOP

(Challenger)

Engagement Results

01-IMK_SHOP_Challenger	
Read	Headline Earned Attention: 1.9 seconds Word Count: 13
Read	Vehicle - Prius Earned Attention: 4.9 seconds Word Count: 8
Read	Vehicle - Camry Earned Attention: 2.8 seconds Word Count: 6
Read	Vehicle - Sienna Earned Attention: 1.7 seconds Word Count: 11
Read	Vehicle - Tundra Earned Attention: 2.1 seconds Word Count: 13
Read	None of the Above gif Earned Attention: 2.4 seconds Word Count: 13
N/A	Social media Earned Attention: 0.9 seconds Word Count: 0
Skimmed	Footer Text Earned Attention: 1 seconds Word Count: 77
Skimmed	Footer Text Earned Attention: 1 seconds Word Count: 77



Vehicle - Prius
Seen by: 100% of users
Ranked 1st out of 9 Areas of Interest

Vehicle - Camry
Seen by: 100% of users
Ranked 2nd out of 9 Areas of Interest

Vehicle - Sienna
Seen by: 100% of users
Ranked 3rd out of 9 Areas of Interest

Vehicle - Tundra
Seen by: 100% of users
Ranked 4th out of 9 Areas of Interest

None of the Above gif
Seen by: 100% of users
Ranked 5th out of 9 Areas of Interest

Headline
Seen by: 91% of users
Ranked 1st out of 9 Areas of Interest

Social media
Seen by: 91% of users
Ranked 6th out of 9 Areas of Interest

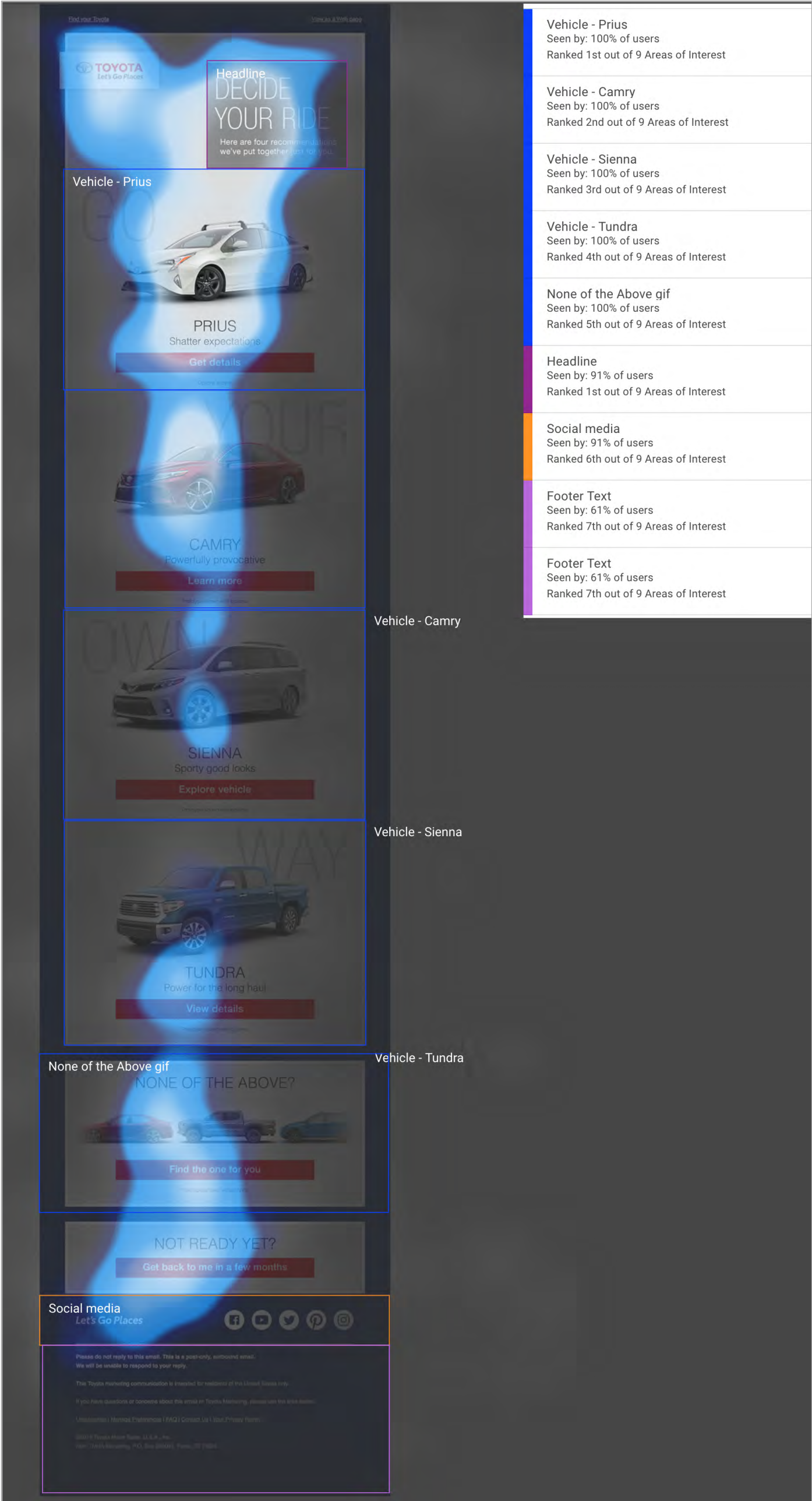
Footer Text
Seen by: 61% of users
Ranked 7th out of 9 Areas of Interest

Footer Text
Seen by: 61% of users
Ranked 7th out of 9 Areas of Interest

IMK – SHOP (Challenger)

Engagement Results

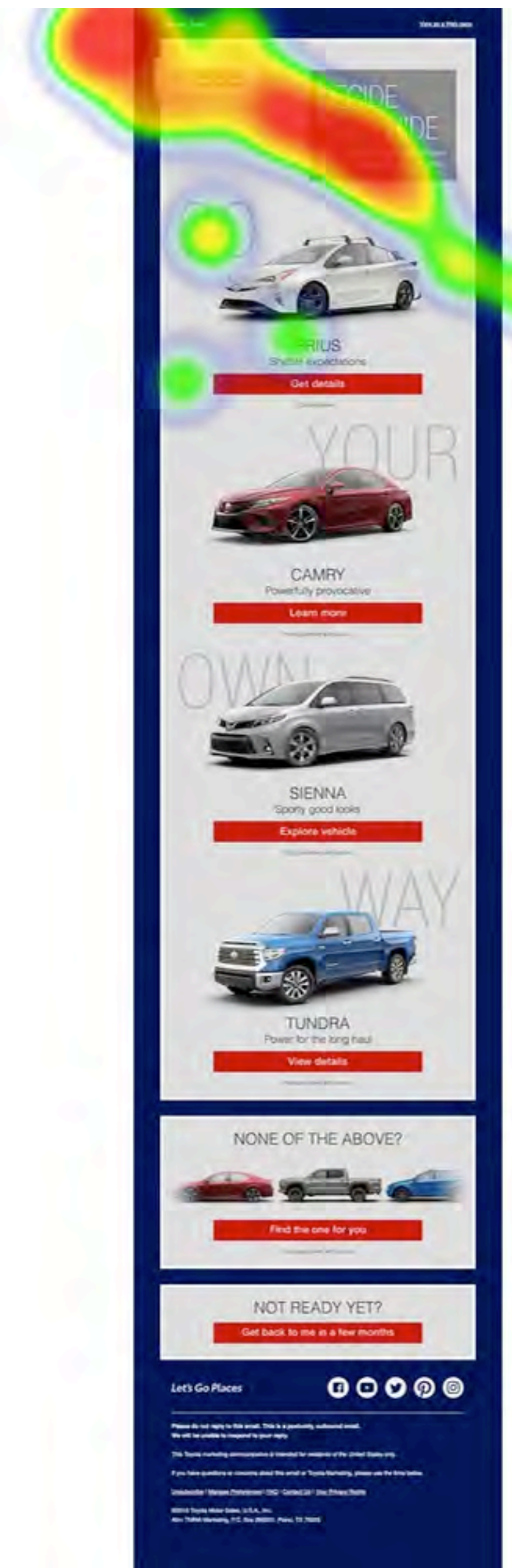
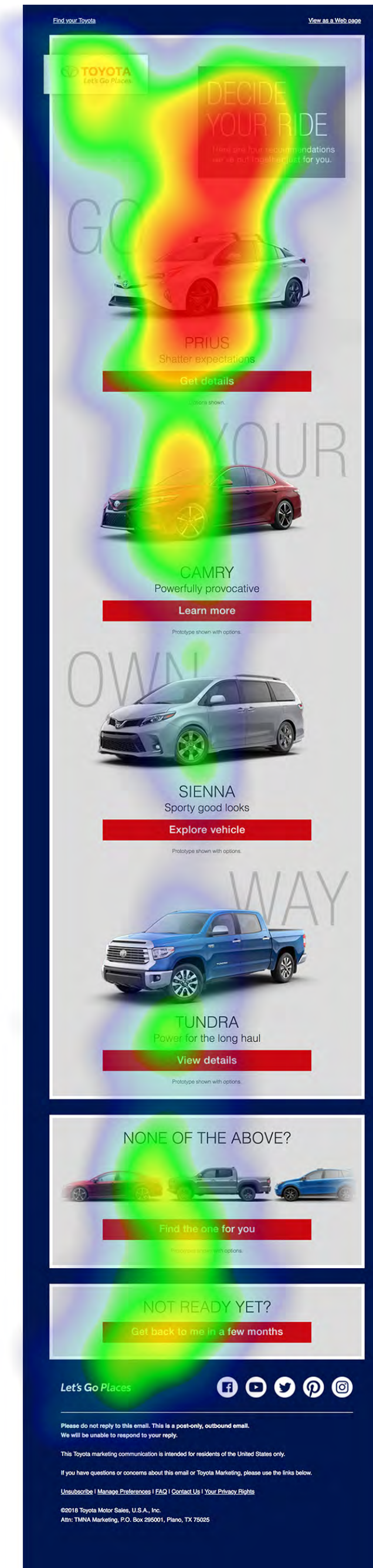
- Content below the fold received the least amount of interest but users did scroll down to see the entire email.
- Users focused on the Prius call-to-action, followed by the Tundra call-to-action, and the animated gif module’s call-to-action.
- Users also clicked the YouTube button in the social media module.



IMK – SHOP (Challenger)

Heatmap Results

- Users paid attention to the headline (1.9 seconds) and Prius vehicle image (4.9 seconds) the most.
- These top two areas have the highest impact and are the top areas of interest.
- After the headline and Prius vehicle image the user scrolled down and skimmed (read the text quickly to get a general idea of the meaning.)



IMK – 3V

Overview

Email Overview

- Designed to drive dealer traffic and sales by featuring a strong retail message and relevant product information.
- The communication features a consumer's top three migration models, local offers and preferred dealer.

Cadence/Sent

- Sent mid-month (excluding Sales Event months)

[illegible][illegible]

Mobile

Desktop

IMK – 3V

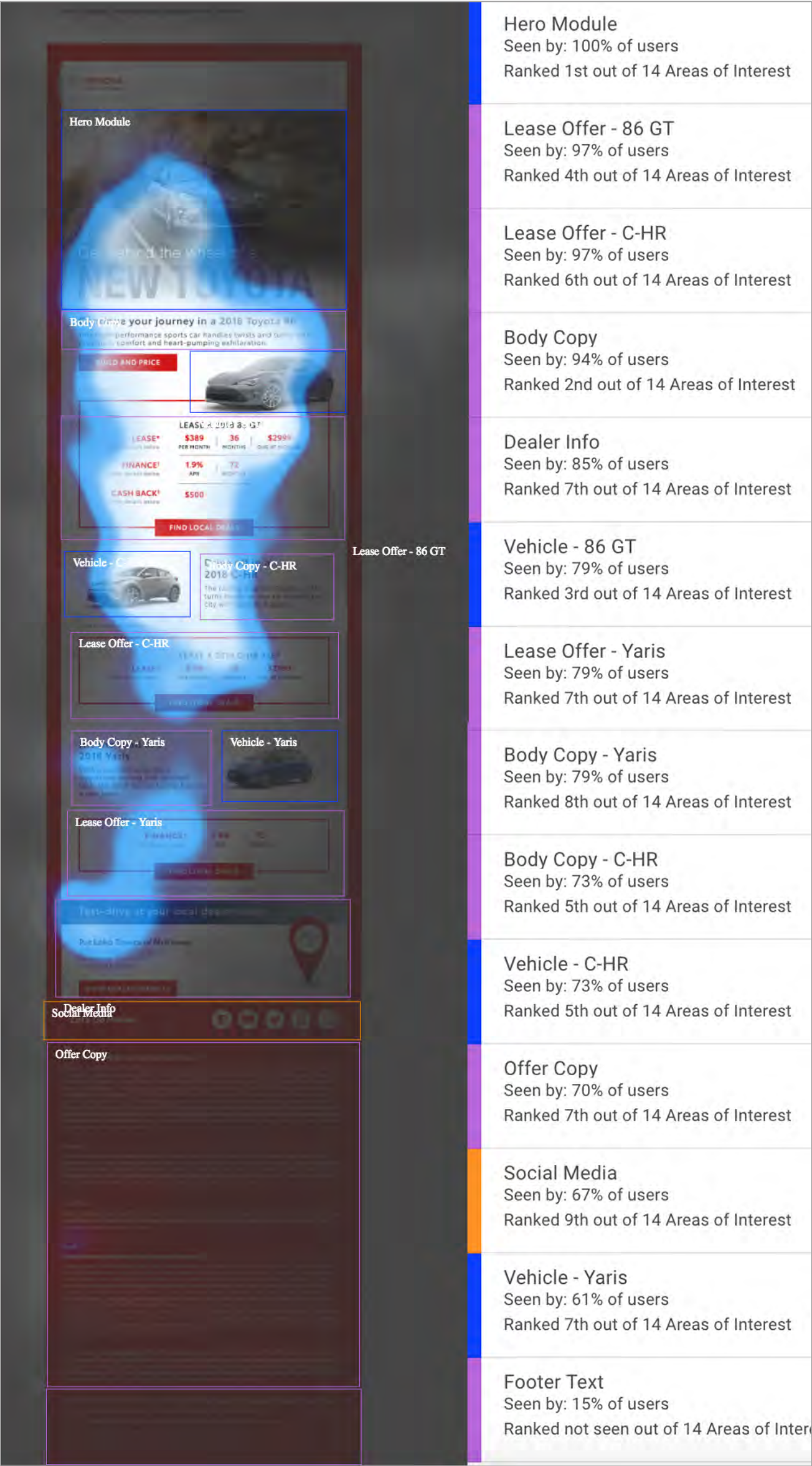
Engagement Results

02-IMK_3V_Offers		
Read	Hero Module Earned Attention: 3.5 seconds Word Count: 8	Hero Module Seen by: 100% of users Ranked 1st out of 14 Areas of Interest
Skimmed	Body Copy Earned Attention: 1.4 seconds Word Count: 22	Lease Offer - 86 GT Seen by: 97% of users Ranked 4th out of 14 Areas of Interest
N/A	Vehicle - 86 GT Earned Attention: 1.6 seconds Word Count: 0	Lease Offer - C-HR Seen by: 97% of users Ranked 6th out of 14 Areas of Interest
Glanced	Lease Offer - 86 GT Earned Attention: 4.1 seconds Word Count: 37	Body Copy Seen by: 94% of users Ranked 2nd out of 14 Areas of Interest
Skimmed	Body Copy - C-HR Earned Attention: 0.8 seconds Word Count: 22	Dealer Info Seen by: 85% of users Ranked 7th out of 14 Areas of Interest
N/A	Vehicle - C-HR Earned Attention: 1.2 seconds Word Count: 0	Vehicle - 86 GT Seen by: 79% of users Ranked 3rd out of 14 Areas of Interest
Skimmed	Lease Offer - C-HR Earned Attention: 1.4 seconds Word Count: 23	Lease Offer - Yaris Seen by: 79% of users Ranked 7th out of 14 Areas of Interest
Skimmed	Offer Copy Earned Attention: 2 seconds Word Count: 300	Body Copy - Yaris Seen by: 79% of users Ranked 8th out of 14 Areas of Interest
Skimmed	Lease Offer - Yaris Earned Attention: 1.4 seconds Word Count: 18	Body Copy - C-HR Seen by: 73% of users Ranked 5th out of 14 Areas of Interest
Skimmed	Dealer Info Earned Attention: 1.4 seconds Word Count: 15	Vehicle - C-HR Seen by: 73% of users Ranked 5th out of 14 Areas of Interest
N/A	Vehicle - Yaris Earned Attention: 0.4 seconds Word Count: 0	Offer Copy Seen by: 70% of users Ranked 7th out of 14 Areas of Interest
Skimmed	Body Copy - Yaris Earned Attention: 0.9 seconds Word Count: 31	Social Media Seen by: 67% of users Ranked 9th out of 14 Areas of Interest
N/A	Social Media Earned Attention: 0.4 seconds Word Count: 0	Vehicle - Yaris Seen by: 61% of users Ranked 7th out of 14 Areas of Interest
Skimmed	Footer Text Earned Attention: 0.4 seconds Word Count: 80	Footer Text Seen by: 15% of users Ranked not seen out of 14 Areas of Interest

IMK – 3V

Engagement Results

- Users spent 3.5 seconds on the hero module and read the copy.
- Users skimmed (read the text quickly to get a general idea of the meaning) the body copy module under the hero module.
- Users only skimmed through the lease offer copy for the top two vehicles.
- User attention dropped off at the Yaris body copy and lease area. Users spent 0.4 seconds on the vehicle image, 0.9 seconds on the copy, and 1.4 seconds on the lease offer.




IMK – 3V

Heatmap Results

- These top two modules have the highest impact and are the top areas of interest.
- The C-HR module areas received the second amount of attention in the email.
- Users scrolled down to see the entire email then skimmed through the content that interested them.


[FIRST NAME], Find the Right Toyota at the Right Price [42 + name]



Let's Go Places

See local offers

View as a Web page




Get behind the wheel of a
NEW TOYOTA

Continue your journey in a 2018 Toyota 86
This high-performance sports car handles twists and turns with precision, comfort and heart-pumping exhilaration.

BUILD AND PRICE

LEASE*	LEASE A 2018 86 GT*
Other details below	Other details below
1.9% APR	72 MONTHS
72 MONTHS	72 MONTHS

FIND LOCAL DEALS




Drive off in a
2018 C-HR

The racing-inspired Toyota C-HR turns heads as you zip around the city with ease and agility.

LEASE* LEASE A 2018 C-HR XLE* || Other details below | Other details below |
| 1.9% APR | 72 MONTHS |
| 72 MONTHS | 72 MONTHS |

FIND LOCAL DEALS



Hit the road in a
2018 Yaris

With a sportier look, more aggressive styling and updated tech, the 2018 Yaris is taking fun to a new level.

FINANCE* 1.9% APR | 72 MONTHS || Other details below | | |

FIND LOCAL DEALS

Local offers for 7300. Limited time only.

Test-drive at your local dealer today

Pat Lobb Toyota of McKinney

3350 S. Central Expressway
McKinney, TX 75070
1-214-544-8696

VIEW DEALER WEBSITE

Let's Go Places

86

Lease: Excludes official fees, taxes and dealer charges.
*Lease a new 2018 86. \$289 for 36 months with \$289 due at signing. NOT ALL CUSTOMERS WILL QUALIFY. Amount due at signing includes DOWN PAYMENT of \$2000 and FIRST MONTHLY PAYMENT of \$289. Security deposit required with completion of prior Toyota Financial Services (TFS) financing history and/or TFS per lease. Security deposit may be waived. Tax, title and license are extra. Based on Model 86GT. TOTAL MSRP \$27,830 including delivery, processing and handling and NET CAPITALIZED COST of \$25,495. Excludes official fees, taxes and dealer charges. LEASE END PURCHASE OPTION is \$14,803 plus tax, title and license. Customer is responsible for disposition, excess wear and tear fees and \$14 per mile over 12,000 miles each year. Dealer participation may affect final negotiated price and applicable taxes. Monthly payment may vary depending on final price of vehicle and your qualifications. Must take delivery from dealer stock. Dealer sets final price. Offer valid 04-03-2018 through 04-30-2018 in AR, LA, MS, OK, TX only. See dealer for vehicle and lease program details.

Finance:
11.9% Annual Percentage Rate (APR) for 72 months. AVAILABLE TO QUALIFIED CUSTOMERS who finance a new 2018 86 through Toyota Financial Services. Higher rates apply for customers with lower credit ratings. Specific vehicles are subject to availability. APR may not be combined with any other Customer Cash or lease offer. Monthly payment for every \$1000 financed is \$14.71. Must take total delivery from dealer stock. Dealer sets final price. Offer valid 04-03-2018 through 04-30-2018 in AR, LA, MS, OK, TX only. Contact participating dealer for details.


Cash Back:
\$2500 Customer Cash from TFS on a new 2018 86. Customer Cash is not available with Special APR or Lease offer. Must take delivery from dealer stock. Dealer sets final price. Offer valid 04-03-2018 through 04-30-2018 in AR, LA, MS, OK, TX. Contact participating dealer for details.

C-HR
Lease: Excludes official fees, taxes and dealer charges.
*Lease a new 2018 C-HR. \$199 for 36 months with \$199 due at signing. NOT ALL CUSTOMERS WILL QUALIFY. Amount due at signing includes DOWN PAYMENT of \$2000 and FIRST MONTHLY PAYMENT of \$199. Security deposit required with completion of prior Toyota Financial Services (TFS) financing history and/or TFS per lease. Security deposit may be waived. Tax, title and license are extra. Based on Model C-HR XLE. TOTAL MSRP \$23,330 including delivery, processing and handling and NET CAPITALIZED COST of \$20,995. Excludes official fees, taxes and dealer charges. LEASE END PURCHASE OPTION is \$13,377 plus tax, title and license. Customer is responsible for disposition, excess wear and tear fees and \$14 per mile over 12,000 miles each year. Dealer participation may affect final negotiated price and applicable taxes. Monthly payment may vary depending on final price of vehicle and your qualifications. Must take delivery from dealer stock. Dealer sets final price. Offer valid 04-03-2018 through 04-30-2018 in AR, LA, MS, OK, TX only. See dealer for vehicle and lease program details.

Yaris
11.9% Annual Percentage Rate (APR) for 72 months. AVAILABLE TO QUALIFIED CUSTOMERS who finance a new 2018 Yaris through Toyota Financial Services. Higher rates apply for customers with lower credit ratings. Specific vehicles are subject to availability. APR may not be combined with any other Customer Cash or lease offer. Monthly payment for every \$1000 financed is \$14.71. Must take total delivery from dealer stock. Dealer sets final price. Offer valid 04-03-2018 through 04-30-2018 in AR, LA, MS, OK, TX only. Contact participating dealer for details.

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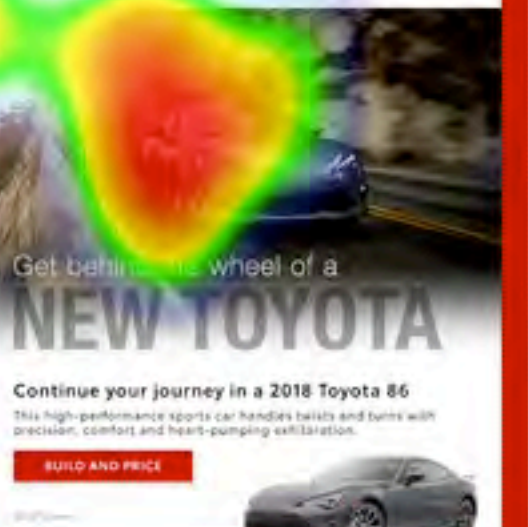
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FIND LOCAL DEALS

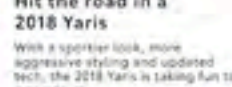


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IMK – SHOP (Challenger) and 3V Offers

Survey Results

- (Shop) When we asked users what they would like to see in this email: 49% of users said they want to see photos of interiors, 37% want to see different angles of the cars, 22% want to see action shots of cars being driven, 15% of users want to see people in the cars in real life, and 38% of users stated the email is fine as is.
- (Shop) When we asked users if there is any additional shopping content that would interest them, within the email: 61% of users said they want a competitive comparison tool, 43% want a Kelley Blue Book vehicle value page, 40% want to see local dealership information, and 38% would like a link to Toyota awards and accolades page.
- (3V) On the 3V email we asked the users how important are local vehicle deals and financing options, when shopping for a new vehicle: 65% of users said financing options are very important, 26% say that it's important, 7% are neutral about it, and 3% say financing options aren't important.

IMK – SHOP (Challenger) and 3V Offers

Survey Results

- When we asked users to describe the emails they have seen, overall: 60% of users said the emails are interesting, 24% called the emails helpful, 11% called the emails generic, and 5% of users called the emails overwhelming.
- We asked users what type of information they would like to see more of in the emails: 47% of users want to see upcoming vehicles, 44% want to see more images of vehicles, 43% want to see offer details, 36% would like to see specific vehicle trims, 24% are interested in additional dealership locations, only 5% stated none of the above.
- Our last question to users had them answer in short answer form, we asked users if there are any other pricing or vehicle information you'd like to see in these emails. 66 users, 27.7% said no, 27 users, 11.3% said none. 2.1% or 5% of users said N/A, 1.7%, 4 users said nothing, 1.3%, 3 users, said MSRP, 0.4% or 1 user said “35000”, 1 user said there is good information regarding pricing, 1 user said local dealership information, and 1 user said “all.”

IMK – SHOP (Challenger) and 3V Offers

Key Findings & Recommendations

KEY FINDINGS

- 49% of users want to see interiors of vehicles and 37% want to see different angles of the cars.
- Most users, 61%, want to see a competitive comparison tool and 65% of users say that financing options are very important.
- 43% of users want to see a Kelley Blue Book vehicle value page.

RECOMMENDATIONS

- Feature interior photos and different angles of vehicles in both emails.
- Link to a competitive comparison tool in the Shop email, for example: comparing pricing information between OEMs, comparing on safety information, consumer ratings, and warranty information.
- Show KBB market range versus MRSP in the 3V email.