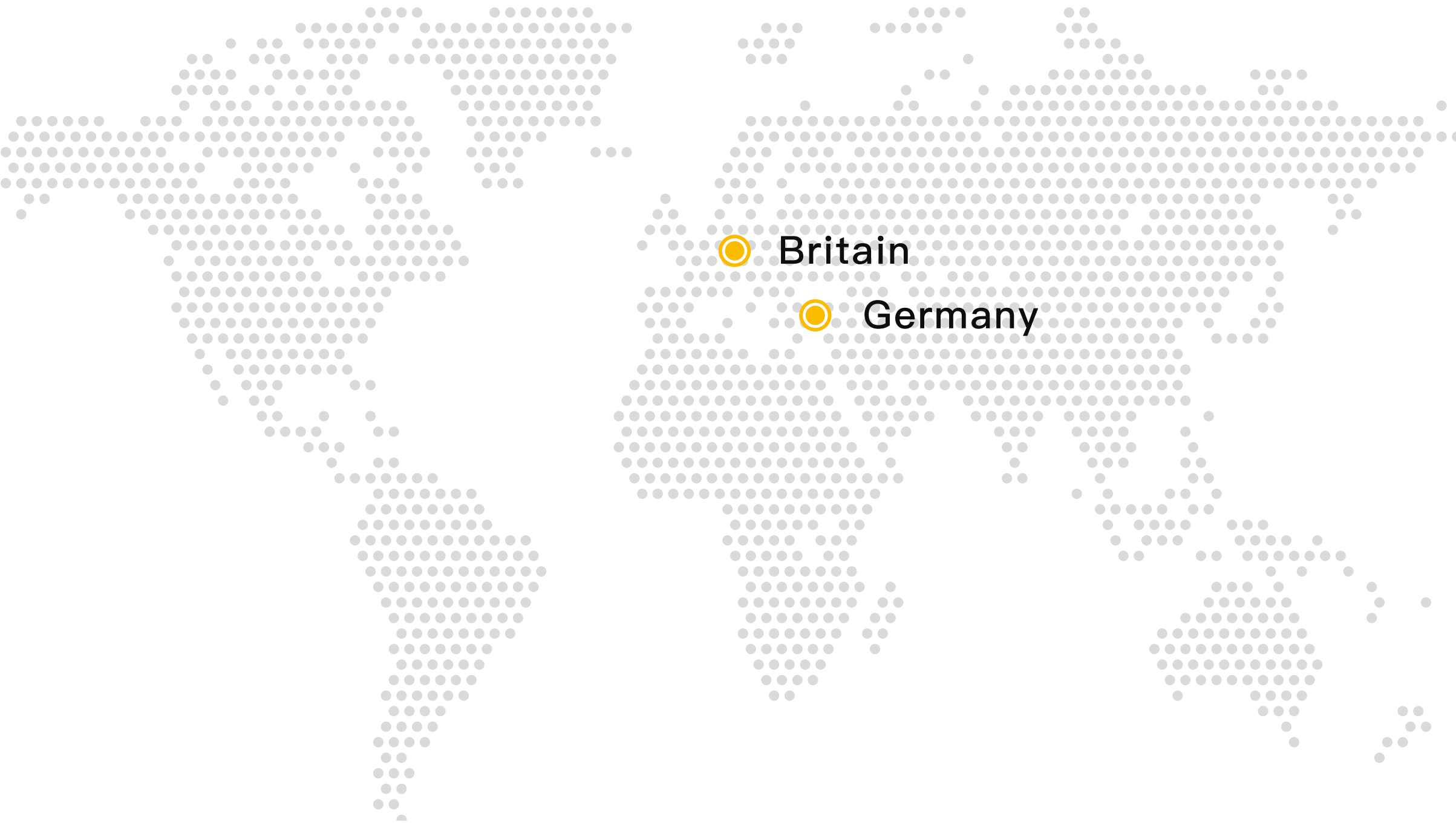


PRODUCT DESCRIPTION

Autohome was established in June 2005 and is the most visited auto website in the world. The British and German business layout is the first step in the globalization strategy of Autohome. In April 2020, Autohome officially launched the overseas business platform "YesAuto" in the UK and Germany. The product is positioned as a one-stop online car platform. When it enters the market, YesAuto urgently needs to give priority to obtaining C-end target users.



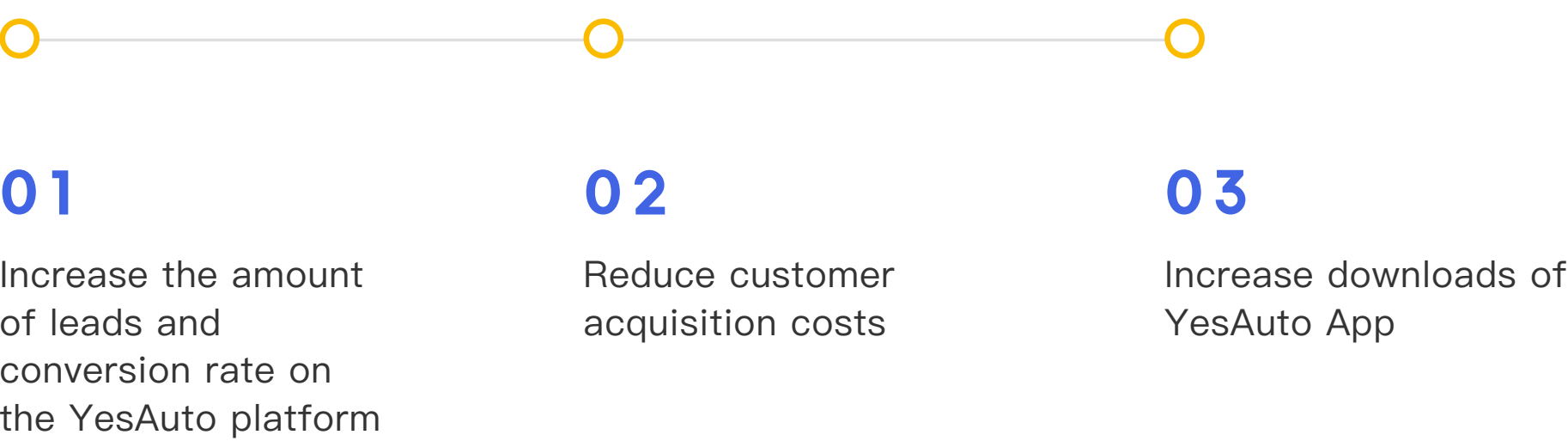
ABROAD AREA



ABROAD CHALLENGE

- 1 Britain and Germany are big countries with established auto brands, and the local market is highly competitive;
- 2 The epidemic restricts offline travel and transaction activities, reducing consumer willingness and spending power;
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MARKETING GOAL



MARKETING STRATEGY

- 01 **Market research**
Through the survey of car users in the UK and Germany, we found that the main car platform users in the UK and Germany are mainly males aged 25-44. The "millennials" are currently the main force in car purchases, and the growth of Generation Z As well as the high acceptance of emerging lifestyles such as the Internet, it is growing into the main crowd of car buyers.
- 02 **Media strategy**
through YouTube postings/discovering advertisements, using videos to express the characteristics of the YesAuto platform, maximizing advertising exposure and enhancing brand influence. Google Display Ads uses different positioning methods to communicate with target users to attract users to the website. It helps App products to be displayed in advertisements on major web pages, application stores and video media, and allows users to easily download YesAuto products while increasing the exposure.
- 03 **Effect marketing**
In order to increase the amount of leads and conversion rate, and continuously optimize the cost of leads, we continuously deepen the conversion of funnel crowd during the promotion period, dig deep into effective crowd characteristics, and respond to customer needs in a timely manner, paying attention to the effect of regional distributors' lead conversion.

CORE ACHIEVEMENT

