



## Almost **HALF** of U.S. car buyers are on Twitter (yes, really!)

People on Twitter are **79%** more likely to buy a car/truck in the next four years

People on Twitter spend **40%** more on their vehicles

Every moment matters, because people on Twitter move through the purchase journey up to **42% faster**



### Brand Building

**40%** of Twitter auto buyers say the platform made them aware of different vehicles

### Consideration

Twitter auto buyers want **videos** showing specific attributes and features

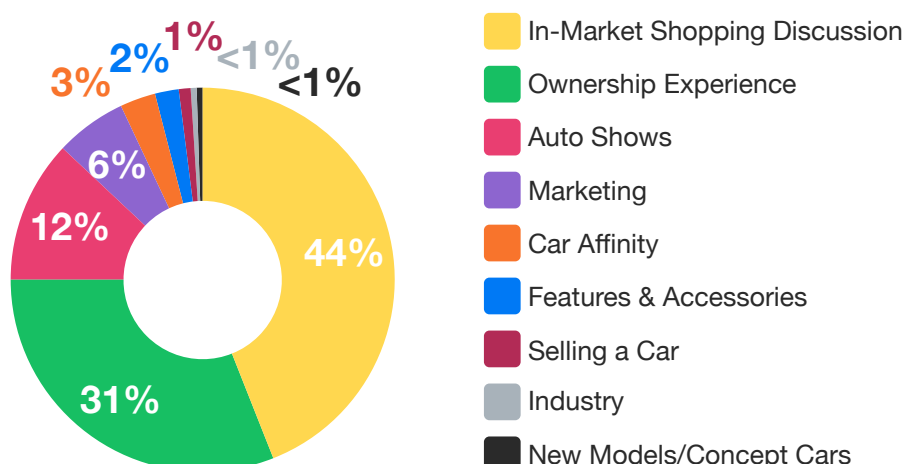
### Active Research

**The #1 way** auto intenders are influenced on Twitter is by getting information through Twitter search results

### Intention

**32%** of Twitter auto buyers say Twitter helped them make their final decision

**The auto conversation on Twitter is largely consumer-led**  
**75% of auto Tweets are personal experiences about owning and shopping for vehicles**



#### Sources

1. Twitter Vehicle Path-to-Purchase, Nielsen, 2016 \*Comparison to non-Twitter-users
2. Twitter Automotive Study, Canvs, 2015