



# Chevrolet.com Experience Strategy

October 2023





## The Situation

- Our current website is **7 years** old
- Over the next **7 years**, the country will go from 6.5% EV to 33% EV
- **Today**, GM uses OTA updates on owner vehicles
- **68%** of modern car owners feel overwhelmed by the capabilities of their vehicle
- Barra says self-driving car to go on sale in **2 years** (2025)

*Refresh* —————→ *Reinvention*



## Chevrolet Business Priorities

"The next **2 years** determine the next **50 years**."

### 24 BP focus



Maintain & Evolve  
LMA / Zone Model



**NEW** Digital  
Retailing and DRP



EV Dealer &  
Customer Readiness



**NEW** Optimizing  
Network Performance



**NEW** Maximize Enterprise  
Value with Sister Division  
Coordination



**NEW** Winning  
with Simplicity



Metrics Driven,  
Radical Efficiency



Culture  
Change



Traditional & New  
Enterprise Revenue



Lead  
Commercial Brand



**NEW** Expand  
Hispanic Reach



**NEW** Implement  
New Brand Strategy

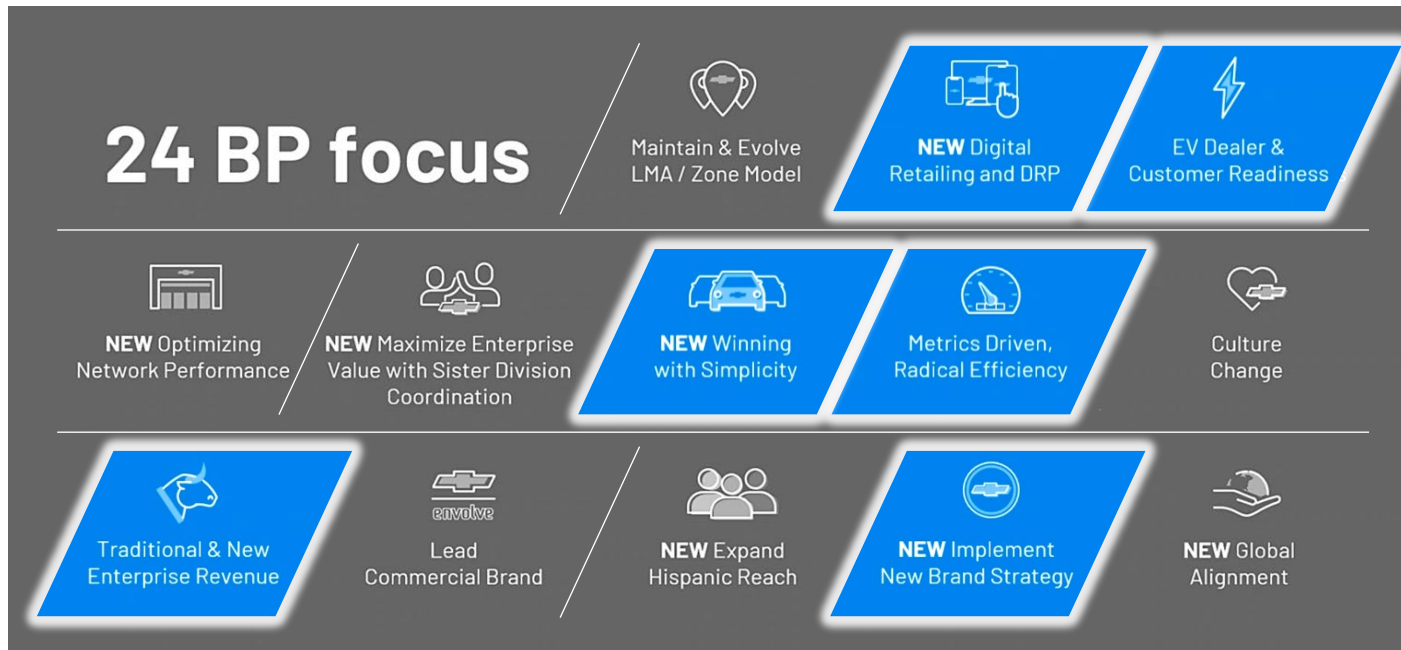


**NEW** Global  
Alignment





## Adapting the Business Priorities to Site Priorities



Increase **SOM with EVs** by building a more complete and integrated journey.

Continue to **grow ICE sales** by expanding discovery and refining conversion journeys.

Increase SOM as vehicle prices rise by **capturing "Affordability"** searchers with a compelling journey.

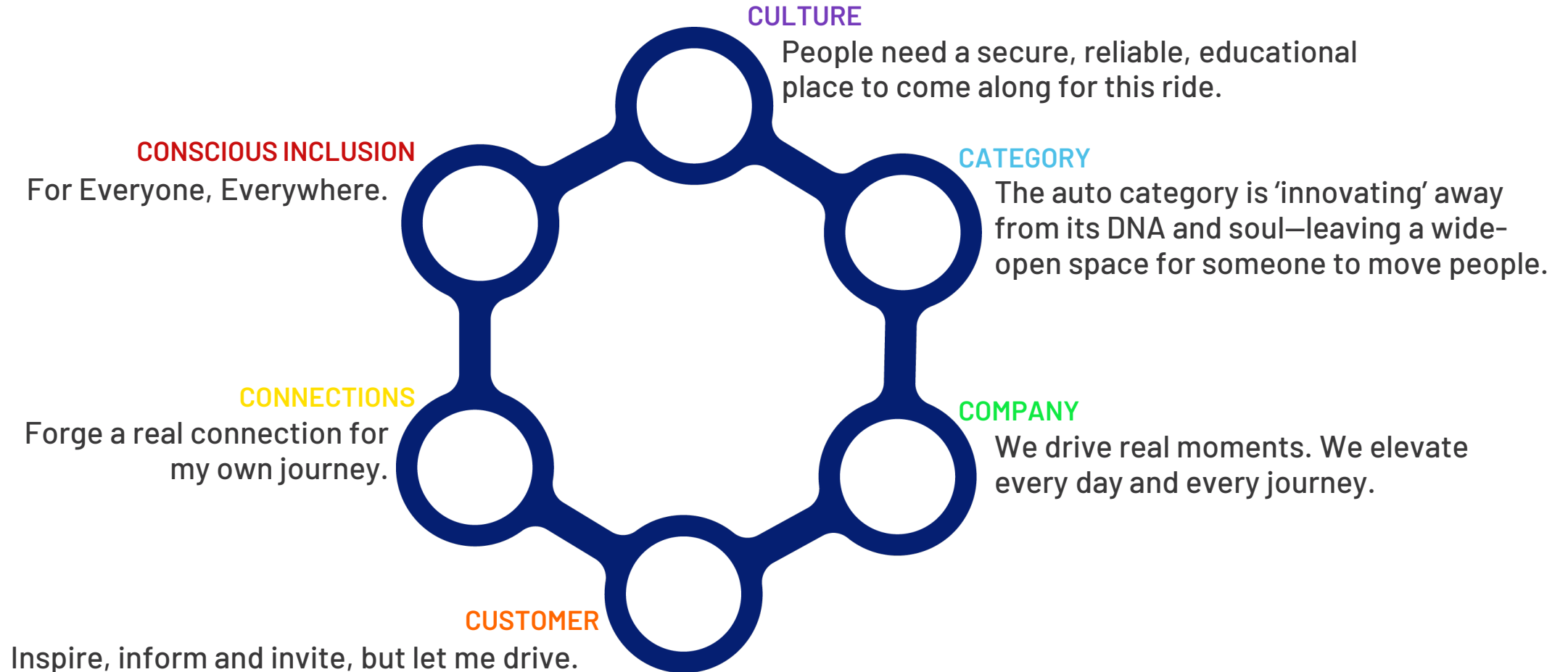
Drive revenue and vehicle consideration with **other Chevrolet products, adjacency brands and programs.**



# Summary of Insight



## What's the Big Picture? MWG Truth Hunting 6Cs





## Core Truth

Inspire.  
Answer.  
Connect.

As ourselves.  
With simple tools for your life.  
People-centered solutions.

*Let's show up online in real ways.*

On Chevrolet.com.  
For people coming for different things, from different places.  
From first-timers to loyal owners.



## What's the Big Picture? MWG Truth Hunting 6Cs







# Site Priorities

# Parallel Planning Against the Role of Site



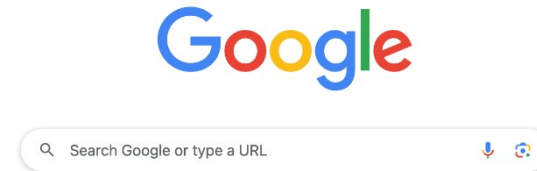
2024

Social (Search)  
Marketing  
Plan



2024

Search  
Marketing  
Plan



1,700,000 Monthly  
U.S. Google Searches  
for keyword Chevy/  
Chevrolet alone



2024

CRM  
Marketing  
Plan



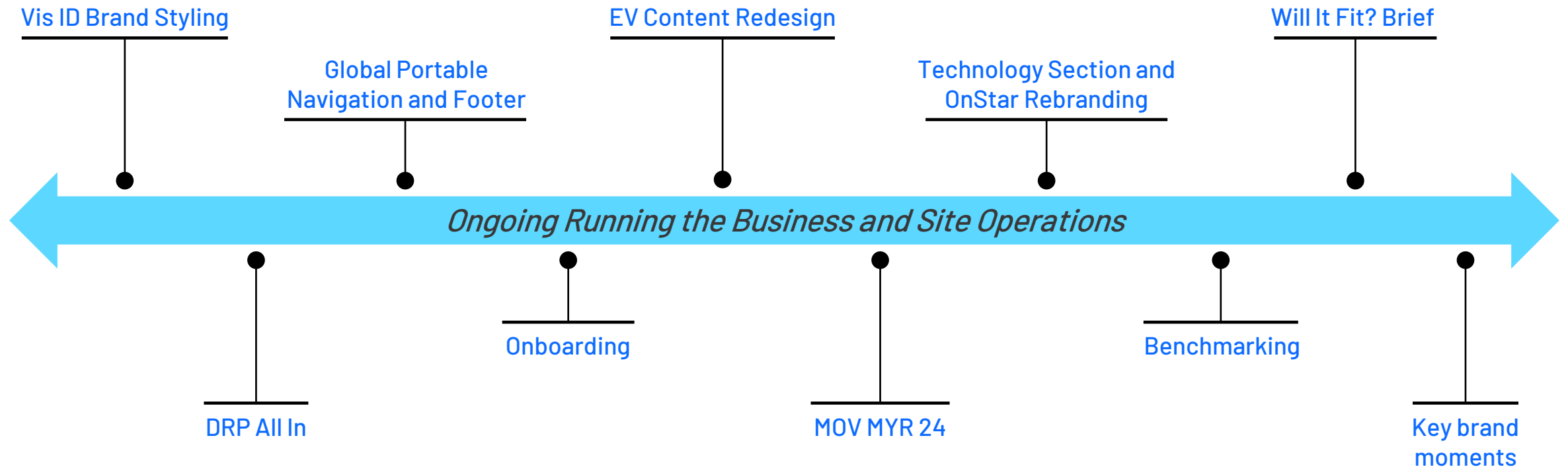
In 2022, Chevrolet  
sent out 172,359,596  
emails



Chevrolet.com



There's a Lot of Work in Flight that Is All Part of Redesigning Chevrolet.com  
The full site redesign is reliant on several workstreams, many of which are underway










# 2024 Plan






# 2024 Plan

	 Personalize	 Optimize	 Evolve
What?	Customized Homepages	Optimized MOVs	Contextual Content Strategy
Why?	Better Customer Experience	Higher Conversion	Deeper Engagement
How?	Create customized homepages for three key audience segments for Chevrolet.com <ul style="list-style-type: none"><li>– Unknown, in-market, not-in-market owner</li></ul>	Create new assets for “will it fit?” to drive real-life connection to our products. Optimize key sections based on behavioral analytics	Remove content that isn’t performing. Develop 2-3 key demand-driven content stories that will create contextual journeys for our users
Success?	 Site KPIs		 Site Satisfaction






## 2024 Plan

	 <b>Personalize</b>	 <b>Optimize</b>	 <b>Evolve</b>
<i>What?</i>	<b>Customized Homepages</b>	<b>Optimized MOVs</b>	<b>Contextual Content Strategy</b>
<i>Now</i>	Create customized homepages for three key audience segments for Chevrolet.com <ul style="list-style-type: none"> <li>– Unknown, in-market, not-in-market owner</li> </ul>	Create new assets for “will it fit?” to drive real-life connection to our products. Optimize key sections based on behavioral analytics	Remove content that isn’t performing. Develop 2-3 key demand-driven content stories that will create contextual journeys for our users
<i>Near</i>	Evolve to serve additional high-value user needs on homepage (e.g., end of lease)	Customize the MOV based on audience and user needs (e.g., unknown, in-market, owner)	Integrate into key journeys
<i>Far</i>	Customize homepages based on detailed user profiles and assumed needs across the journey	Adaptive MOVs based on data-driven profiles and contextual content	Personalized contextual content journey



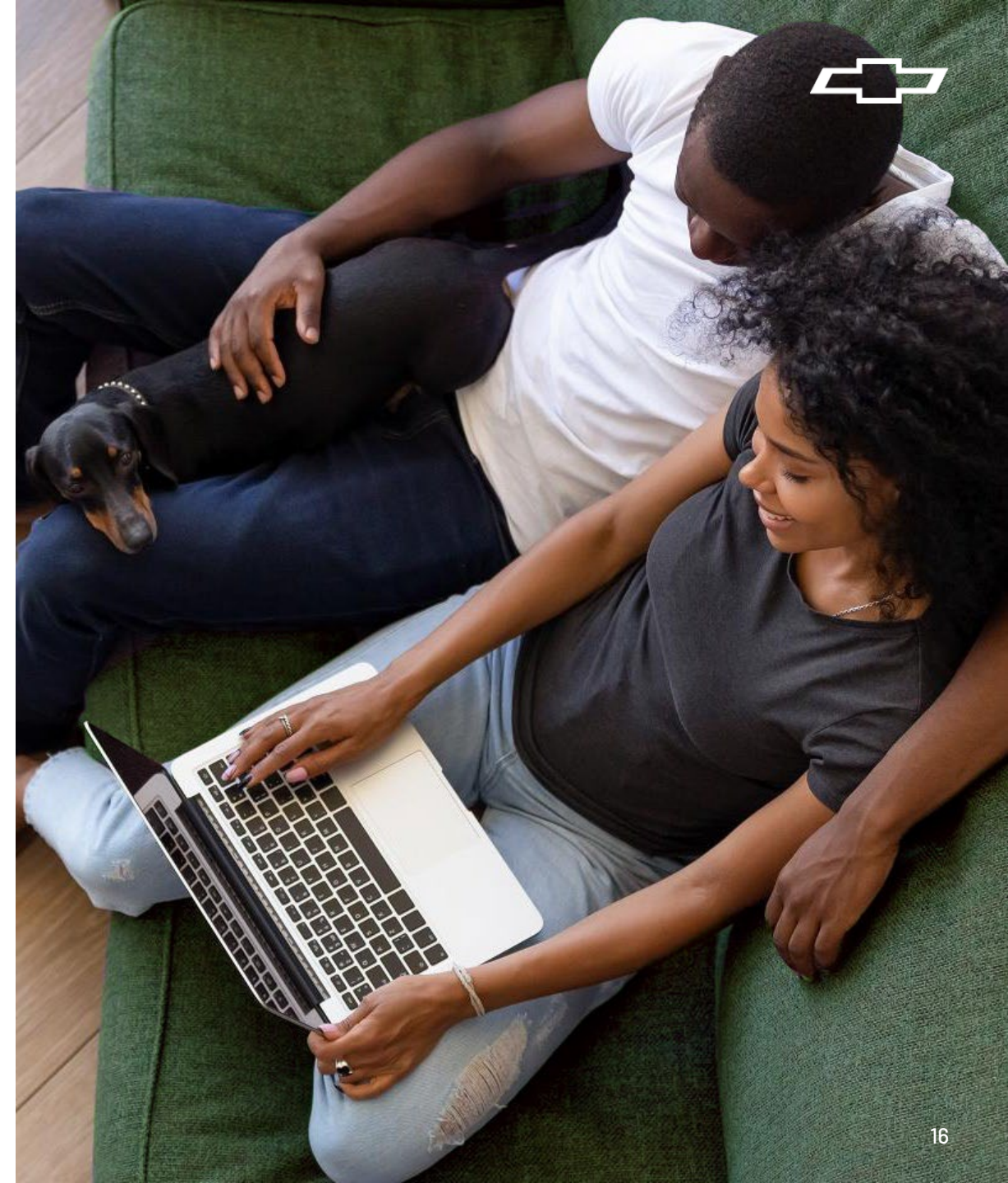


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## Measurement Thought Starters for Key Priorities

- Performance by audiences on the homepage
- Performance by audience on MOVs
  - Engagement with will it fit content
  - TBD based on final design recommendations
- Performance of content on Discover
  - Interaction with editorial content
  - Increase in natural traffic to site
  - Depth of engagement
    - KEAs, KBAs
- Strategic discussion: adding Key Owner Activities and Key Onboarding Activities
- Increase in brand opinion overall after site experiences





## Next Steps

### Client approval:

- Business priorities and site's role in supporting
- Key areas of opportunity

### Briefing creative

#### 1. Homepage

- Pending benchmark results

#### 2. MOV Will It Fit

- Meet with creative and 3DX
- MOV deep dive analytics

#### 3. Discovery

- Pending Dentsu Gap Analysis in 2 weeks
- Review content audit and consolidation plan
- Rebrand of Find New Roads Mag







The image shows the driver's perspective inside a modern Chevrolet vehicle. The steering wheel is black with a perforated texture and red stitching. The center of the steering wheel features the Chevrolet bowtie logo. Behind the steering wheel is a digital instrument cluster. To the right of the steering wheel is a large, wide infotainment screen displaying a user interface with various icons and text. Below the screen are air vents and a climate control panel with physical buttons and knobs. The background outside the windshield is a colorful, abstract mural.

Thank you