

# U.S. Automotive Social Media Effectiveness

17 March 2020

## Porsche leads while Tesla closes the gap

MIAMI, FLORIDA, 17 March 2020 – Social Media Marketing continues to be the 800-pound gorilla in the world of brand advertising.

Measuring brands' Share of Digital Voice across core channels provides insight into why some brands are more successful with specific funnel metrics that contribute to stronger brand health and sales.

"While some marketers expect instantaneous ROI from digital marketing, it just doesn't work that way, **said Mike Weil, President, Global Research & Insights at Insights 4 Less, LLC.** Understanding that every consumer interaction with your brand is more like a 'micro-yes' is the right way to interpret digital marketing and eventually those micro-yeses contribute to brand health, which support valuable sales."

Summary of results:

Porsche (116.4) adds 1.5 points to its lead from year ago, but Tesla is in hot pursuit, adding an extraordinary 20.2 points.

Audi (96.1) slips five points from year ago levels, while Mercedes (41.5) is up 2.3 points.

Ford (77.5) and Chevrolet (42.8) are down from year ago levels, while Dodge and Toyota each add one point.

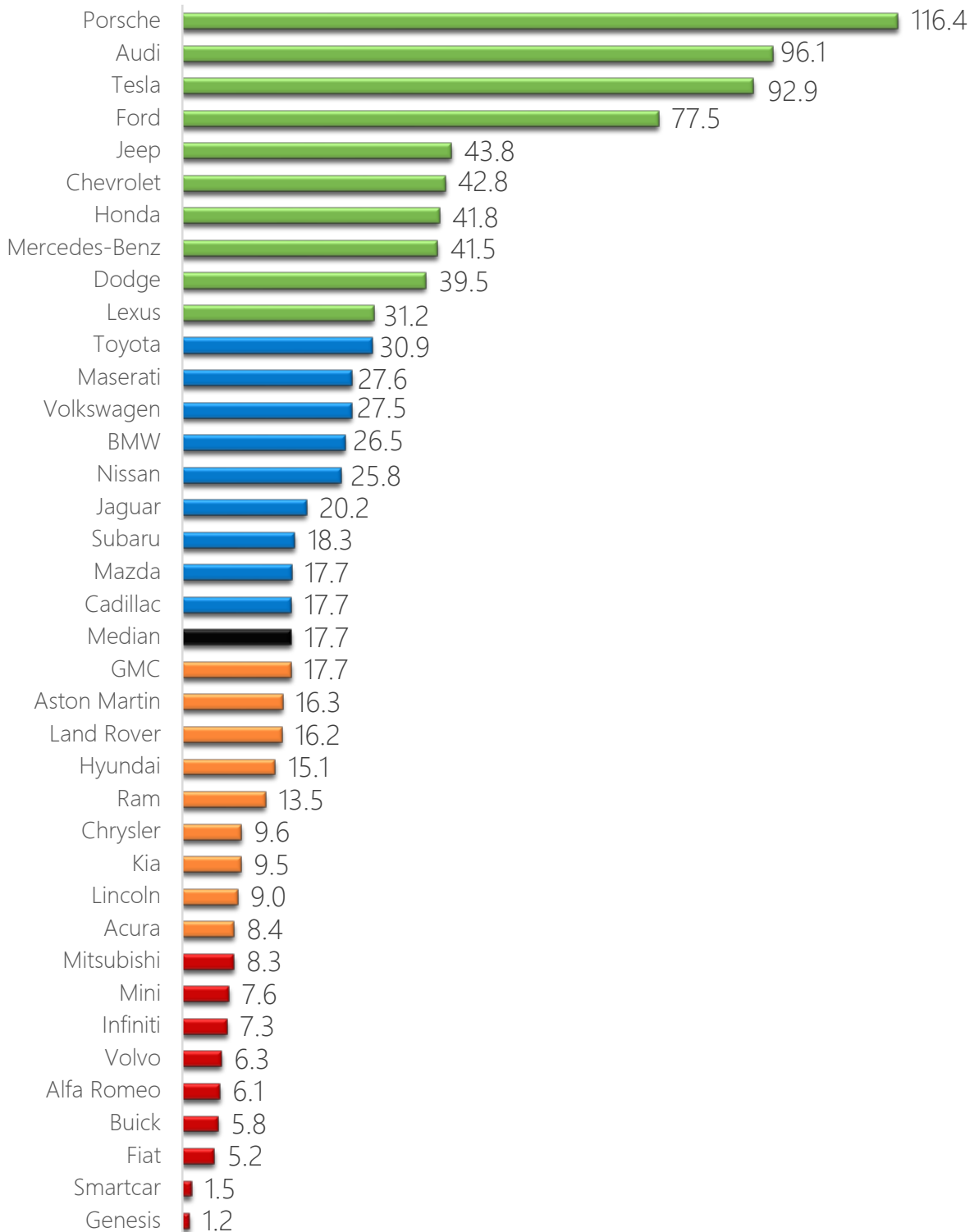
Luxury brand Lincoln (9.0) is closing the gap on Cadillac (17.7) from what was a 12-point difference a year ago to a now 9-point gap.

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## U.S. Automotive Social Media Effectiveness Rankings (February 2020)



Excludes Exotics. Scale: 1,000 pts.