



## U.S. Manufacturer Website Evaluation Study Cross-Device [MWESxD]

For automotive manufacturers, an effective website is critical. It serves as a major portal of information for new-vehicle shoppers during the selection process, assists them in narrowing their consideration set, and helps them identify key vehicle features and benefits. Well-designed aspects of website appearance, navigation, and speed enhance shoppers' ability to locate specific content, helping to drive traffic to show rooms. Each of these aspects will continue to be an important part of the overall design strategy as vehicle manufacturers execute site designs across multiple device types, including tablets and smartphones.

### The Solution

The J.D. Power U.S. Manufacturer Website Evaluation Study Cross-Device<sup>SM</sup> [MWESxD], conducted semiannually, examines the features and content of OEM-hosted websites across all devices that shoppers find useful and engaging when shopping online for a new vehicle. This study looks at what content shoppers are using when evaluating manufacturer websites. The study helps direct improvements to manufacturers' websites that ultimately drive traffic to dealerships and increase the likelihood of sales.

### The Benefits

A study subscription provides in-depth information that will allow your company to understand how to:

- Increase website effectiveness
- Create and maintain a site that stays ahead of the curve in terms of content, appearance, navigation, and speed
- Estimate return on investment for proposed site changes and enhancements
- Evaluate competitive site comparison features based on Voice of the Customer data and expert analysis
- Insights from customers using desktops, mobile sites, tablets to access websites
- The features and content that various device users find most useful

J.D. Power's research solutions enable automotive companies to target those performance activities that have a direct impact on ROI.



#### J.D. Power Awards Program and Other Recognition Opportunities

For study subscribers, J.D. Power offers various forms of public recognition and promotional opportunities. These include award licensing for highest ranked companies in official award categories, customized newsletters, website ratings, and online special reports to promote client study performance. To learn more about the Awards Program, contact:

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## beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

### Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

### Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

### Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

### Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
  - Measurement & Management
  - Customer Experience Strategic Assessment
  - Contact Center Solutions
  - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting
- Proprietary

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Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: