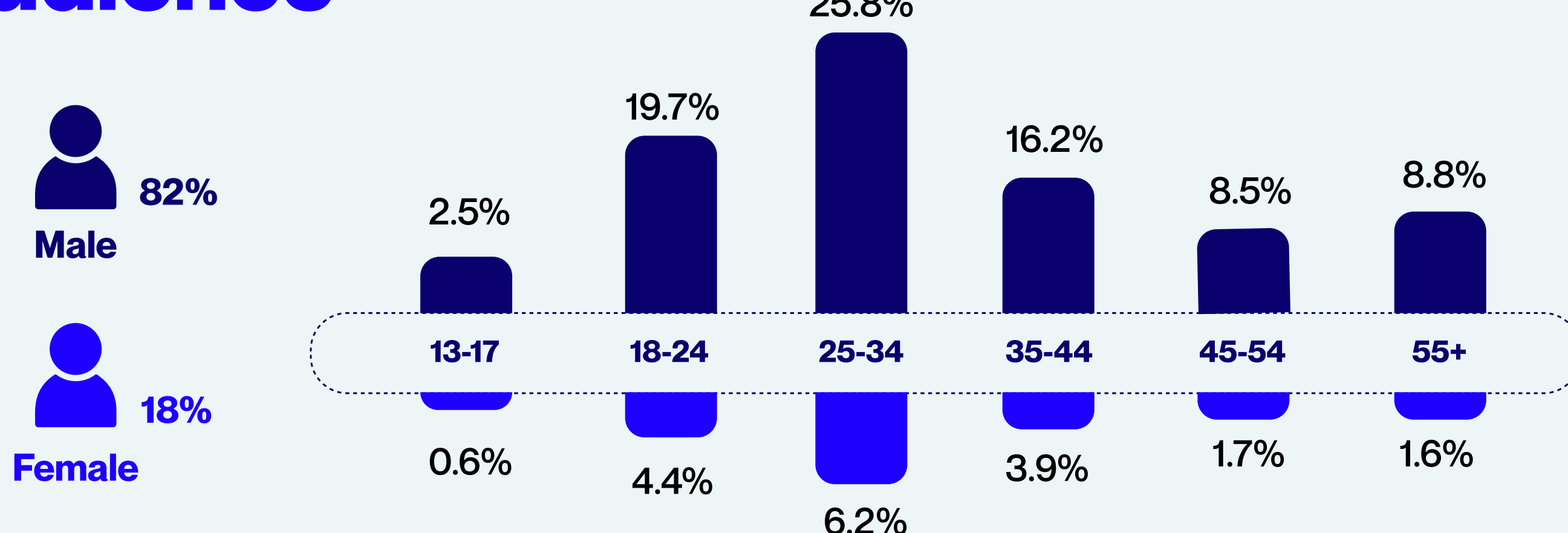


# Automotive

To understand automotive industry consumers we dive into audience demographics, content preferences, and ecommerce behaviors of the cars & vehicles audience on social video.

## Audience



## Content

Year Over Year Views

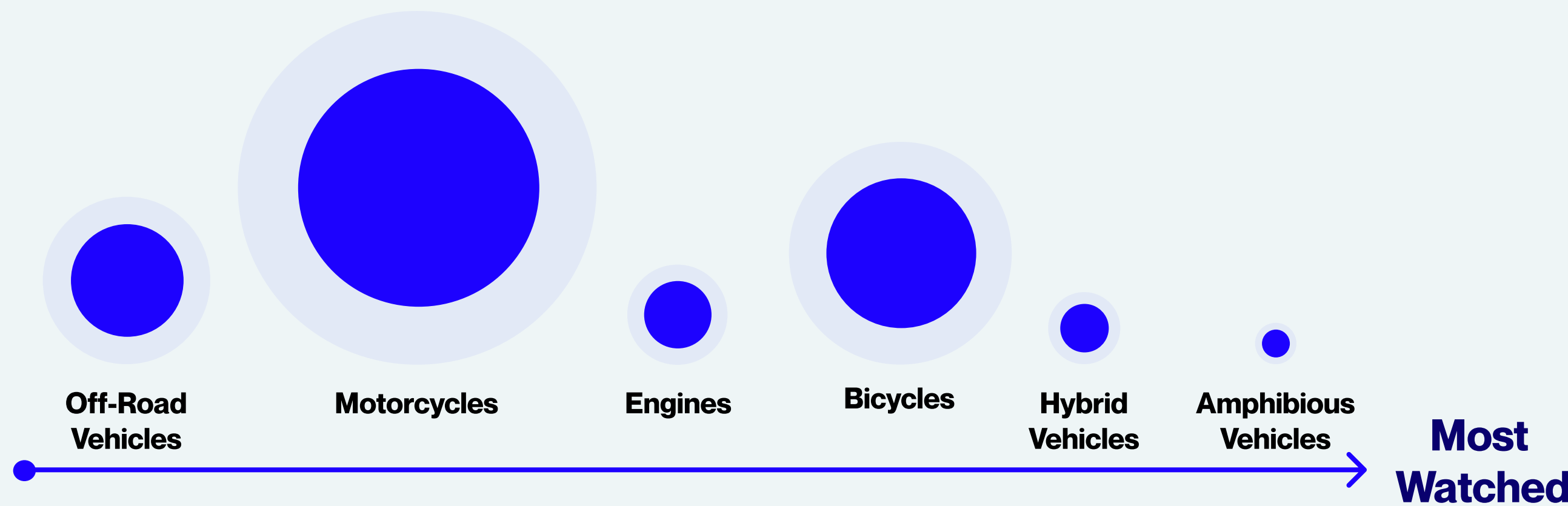
+18%

218B

Last 365 Days

184B

365 Days Prior



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. YoY timeframe is October 2021-2022 versus October 2020-2021. Data available upon request.

## Behavior

### What they watch:

#### Automotive Content

- Racing Cars
- Retro-style Cars
- Monster Trucks
- Coupes
- Hybrid Vehicles

#### Other Content

- Independent Film
- Ireland Travel
- Motocross
- Kart Racing Games
- Toy Models

### What they buy:

#### Products

- Remote Controlled Vehicle Parts
- Sous Vide Machines
- Snow Boots
- Screen Door Hardware
- Snow Removal Tools

#### Brands

- eufy SECURITY
- RIDGID
- tile
- BOSCH
- MUSCLETECH

### Websites they visit:

**WILLIAMS RACING**  
williamsf1.com

**ebay**  
ebay.com

**TRAXXAS**  
The Fastest Name in Radio Control  
traxxas.com

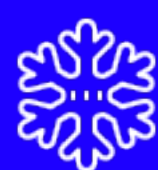
**SEA-DOO**  
sea-doo.com

**SEGWAY**  
segway.com

These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Amazon.com. Data available upon request.



Understanding what other types of content automotive audiences are watching can help guide creative strategies. For example, they are 4x more likely to watch videos about **Ireland Travel** which could inspire a scenic car campaign.



The auto audience's related product purchases tell us a lot about who they are beyond the screen. They are 8x more likely to buy **Snow Boots** and 6.1x more likely to buy **Snow Removal Tools**, suggesting they may spend a good bit of time outdoors in cold climates.



This audience's shopping behavior reveals related interests. For example, they are 6.5x more likely to shop for **Eufy Security** systems and 6.9x more likely to shop for **Screen Door Hardware**. These shopping behaviors suggest an interest in security and home maintenance.

Interested in supercharging your social video strategy?

Get in touch