



mazda

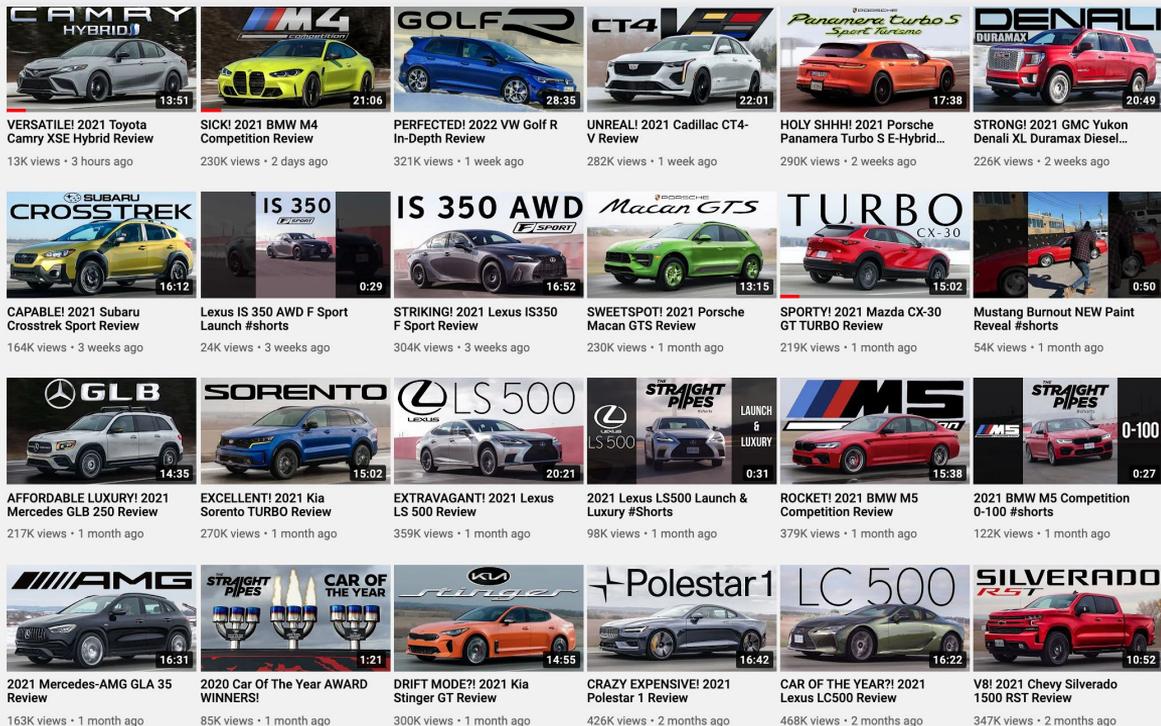
Ford



Car Walkaround Videos that Drive 20X
Website Traffic

Automotive

46% of Canadians consider car walkaround videos the best alternative to visiting a dealership.



[Straight Pipes](#) is one of the most popular YouTube car review channels in Canada.

Avg. monthly views: **8.6M**

Followers (Mar '20): **1.25M**

Followers growth: **+45% YoY**

75%

of auto shoppers say online video has influenced their shopping habits or purchases.

40%

claim online video helped them discover a vehicle they weren't previously considering.

Car feature explainer videos followed by car model comparisons are the most preferred types of car videos by auto shoppers.



Features specs explainers



[Click to view](#)



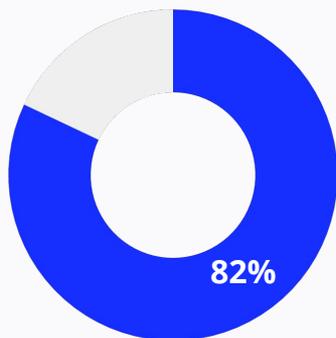
Car models comparison



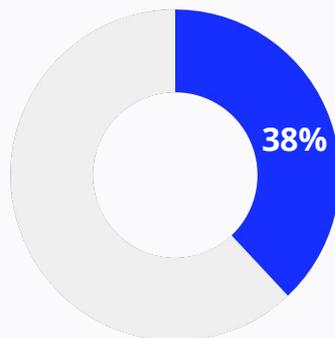
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Car walkaround videos make up a considerable portion of YouTube content for Ford, Nissan and Mazda.

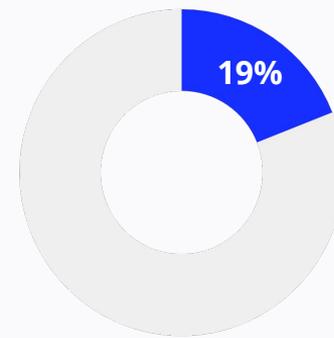
Ford



Nissan



Mazda



● Share of review video content on brand's YouTube channel based on the last 100 videos published.



Ford produces a video series called “Knowing Your Vehicle” that go into the detail of each car feature as well as “Head-to-Head” videos that compare Ford vehicles against other brands.

Knowing Your Vehicle



Views: **3K**
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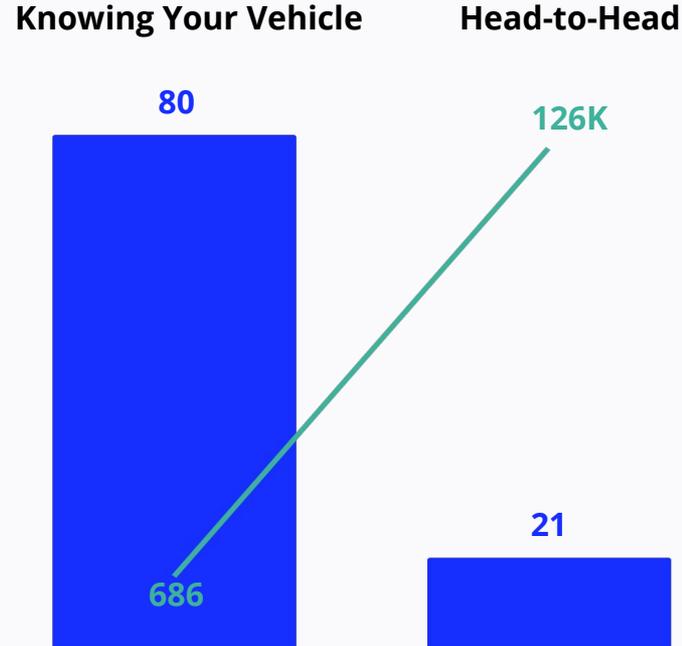
Head-to-Head



Views: **136K**
[Click to view](#)



“Head-to-Head” videos get significantly more views (avg. views ~126K) compared to the “Knowing Your Vehicle” series.



● # of videos published over 1 year

— Avg. views per video



Nissan creates short (<2 min) walkaround car videos in both English and French.



Total videos: **38**

Avg. views: **19.8K**

Avg. duration: **<2 min**

Views: **185K**

[Click to view](#)

Mazda created and published 19 walkaround videos in one year.



Views: 1.1K
[Click to view](#)



Views: 871
[Click to view](#)



Mazda also has curated playlists of its cars being reviewed by auto bloggers. The brand has playlists for 9 car models.

Vehicle Reviews



2021 CX-30 Turbo Reviews

MazdaCanada

[VIEW FULL PLAYLIST](#)



2021 Mazda3 Turbo Reviews

MazdaCanada

[VIEW FULL PLAYLIST](#)



Mazda CX-30 Reviews

MazdaCanada

[VIEW FULL PLAYLIST](#)



All-New Mazda3 reviews

MazdaCanada

[VIEW FULL PLAYLIST](#)



CX-3 Reviews

MazdaCanada

[VIEW FULL PLAYLIST](#)





Each playlist on average has 13 walkaround videos from different content creators.

TURBO CX-30
2021 CX-30 Turbo Reviews
9 videos • 96 views • Last updated on 10 Feb 2021

MazdaCanada **SUBSCRIBE**

- TURBO CX-30** SPORTY! 2021 Mazda CX-30 GT TURBO Review
TheStraightPipes
WATCHED 15:02
- CX-30 Turbo** 2021 Mazda CX 30 Turbo Review // Mazda going up market
Motormouth
WATCHED 18:09
- 2021 Mazda CX-30 Turbo** NEW 2021 Mazda CX-30 Turbo Review - A GREAT ALL ROUNDER
Everyday Reviews
WATCHED 17:51
- 2021 Mazda CX-30 Turbo** Perks Quirks & Irks - 2021 Mazda CX-30 Turbo - Passing the competition
Modern Mississauga Media
WATCHED 12:57
- CX-30** 2021 Mazda CX-30 Turbo | Review | Enough to Fight the GLA, X1, Q3?
Jimmy Mak
WATCHED 7:36
- 350 HORSEPOWER??** Chasing Luxury | 2021 Mazda CX-30 Turbo
Alex on Autos
WATCHED 28:44
- FASTER MORE TURBO POWER!** The 2021 Mazda CX-30 Turbo is a Faster Version of Mazda's 2nd Best-Selling Car
Redline Reviews
WATCHED 22:47



The Straight Pipes

Subscribers: 1.25M

[Link to channel](#)



Throttle House

Subscribers: 1.27M

[Link to channel](#)



Roads Untraveled

Subscribers: 260K

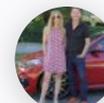
[Link to channel](#)



MotoManTV

Subscribers: 219K

[Link to channel](#)



Motormouth

Subscribers: 153K

[Link to channel](#)



Views: **900K**

[Click to view](#)



Views: **385K**

[Click to view](#)



Views: **363K**

[Click to view](#)

Some Mazda walkaround videos get as many as 900K views.

By collaborating with creators Mazda gets to:

- Share content creation efforts
- Tap into creator's following
- Provide unbiased reviews

BMW ran an experiment to determine which car videos performed better. For the launch of its all-new 8 Series vehicle, the brand ran three YouTube ads focused on the car interior, exterior and general overview.

General overview



[Click to view](#)

Interior



[Click to view](#)

Exterior



[Click to view](#)

BMW found that the video focused on the car's interior drove 8X more site visits than standard TV ads and 20X more site visits than ads focused on the car's exterior.

Interior

TV ad



[Click to view](#)



[Click to view](#)

Exterior



[Click to view](#)

Key Takeaways

From the Car Overview Videos that Drive 20X Website Traffic Case Study:

Content Focus — Provide Auto Shoppers with Insightful Car Overview Videos: Car overview videos became an important part of the auto shopper purchasing journey and can't be overlooked. 46% of Canadians consider car walkaround videos being the best alternative to visiting a dealership. At the same time, 75% of auto shoppers say video influenced their purchasing decisions; 46% discovered a car they weren't previously considering. While creating video content, it's worth remembering that auto shoppers are looking for unbiased reviews. Hence it's important to remain objective and provide only fact-based information. Auto shoppers are looking for videos that go into detail about the car's specs and features and provide comparisons with similar models.

Content Focus — Experiment with Different Types of Walkaround Videos: Ford, Nissan and Mazda devote considerable efforts to filling up their YouTube channels with relevant car walkaround videos. While Ford creates dozens of short, computer-generated feature overview videos geared towards current Ford owners, it also invests in production-heavy "Head-to-head" series. The latter demonstrates how Ford cars perform against other similar class vehicles. Videos in the "Head-to-head" series on average receive 126K views, which is significantly higher than "Knowing your vehicle" videos.

Bloggers — Partner with Auto Review Channels: While Mazda doesn't produce as many overview videos as Ford or Nissan, it effectively leverages auto blogger's content. Mazda curates playlists with car review videos by auto bloggers, providing its followers with an easy and unbiased way to learn about its models. Mazda assembled 9 playlists for different car models. Each playlist has ~13 different videos, some of which has as many as 900K views.

Content Focus — Show Off the Car Interior: As BMW found out during the launch of its all-new 8 Series vehicles, viewers are very drawn to the car interior videos. A video highlighting car interior drove 8X more site visits than standard TV ads and 20X more site visits than the ad focused on the car's exterior.