

HOW COX AUTOMOTIVE, INC. FOUND A TRUSTWORTHY PARTNER FOR ECONOMIC INSIGHTS

CASE STUDY

Mapping out a strategy for actionable data ingestion, in times of both crisis and calm

Steering even one company through COVID-19 was a major challenge. Steering a parent company of multiple brands in a deeply impacted industry, no less, was even harder.

Cox needed a way to see both the **broader economic picture** — how willing are people to spend — and the **more precise, local picture** — how consumer demand had changed in the regions where their dealers operate.

Over the years, Cox had relied on legacy providers for research, including the Bureau of Labor Statistics, the University of Michigan Consumer Sentiment Index, and the Conference Board.

Though each of these sources published high-quality data, none collected at the speed and scale that Cox needed to navigate the pandemic.

MEET COX AUTOMOTIVE, INC.

Part of the Cox Enterprises conglomerate, Cox Automotive houses auto brands from around the world, from Kelley Blue Book to Autotrader.com.

Twelve subsidiaries in all, Cox Automotive aims to “transform the way the world buys, sells, owns and uses vehicles.”

But in 2020, **the company gained some stiff competition: the global coronavirus pandemic**, which upended the auto industry.

About Cox Automotive, Inc.

Industry: Automotive services

Company Size: 10,000+


Product: Economic Intelligence

Let's talk about how Economic Intelligence can strengthen your business.

LET'S TALK 

MORNING CONSULT VS LEGACY PROVIDERS

On the following page, see how Morning Consult stacks up against the traditional sources that Cox previously used.

MORNING CONSULT VS LEGACY PROVIDERS					
	Publication Frequency	Sample Size	Geography	Ability to Customize?	Mode of Data Collection
Bureau of Labor Statistics' Current Employment Statistics	Monthly	88,378 respondents per month*	U.S. only	No	Telephone, fax, internet or mail
University of Michigan Consumer Sentiment Index	Monthly	500 respondents per month	U.S. only	No	Telephone
Conference Board's Consumer Confidence Survey	Monthly	~3,000 respondents per month	U.S. only	No	Online
 Morning Consult Economic Intelligence	Daily	>300,000 respondents per month	40+ countries	Yes	Online

Building data into future strategic planning

Cox Automotive partnered with Morning Consult to more accurately chart a course for building data into their strategic planning. Through our collaboration, the company receives:

INDUSTRY INSIGHTS THAT NO OTHER COMPANY HAS

With Morning Consult's intelligence, Cox is becoming a source of breaking news on the auto industry. Each week, the client receives reports on consumer demand for vehicles and incorporates these insights into the broad economic analyses it publishes weekly for industry professionals. This long-term forecasting reinforces Cox's leadership in the field and establishes the company as a key player in the industry.

DATA THAT COX CAN STAKE ITS FUTURE ON

Our methodology for finding out what people think is tangible, quantitative, vetted and proven — so decisionmakers at Cox can rely on every recommendation that we send their way.

How do we know our process is sound? To cite one example, [Morning Consult tracked COVID-19 vaccination rates around the world for six months of 2021](#). Our numbers matched nearly perfectly with the official counts that organizations such as the CDC rely on. Whether about COVID or consumer demand, we apply the same rigorous standards to all of our surveys.

A SINGLE SOURCE OF TRUTH FOR DATA ON RELEVANT TOPICS

Because of our daily cadence and the breadth of topics covered in our surveys, Cox can access data on nearly every topic relevant to its brands — from the economic well-being of U.S. consumers nationwide to vehicular purchase intent of people in the Greenville-New Bern designated market area (DMA) in eastern North Carolina, for example.

The client could retire legacy data sets (such as those from our competitors, above) that were significantly less frequent, less reliable and less rich.

CONSISTENT ECONOMIC TRACKING DATA ACROSS MARKETS WITH STRATEGIC SUPPORT

Our news and analysis pages allow the client to keep tabs on global economic developments, which give context to the company's forecasts. Our client services team is available to interpret and advise on applying the findings to Cox's next steps.

CONVERSATIONS WITH RENOWNED ECONOMISTS

With Morning Consult, Cox receives not only data but also actionable insights. Our Economic Research team hosts regular webinars going deeper into current economic conditions and publishes [analyses on trending topics](#).

**YOUR MOST COMPLEX PROBLEMS?
WE CAN SOLVE THEM.**

Let's talk about how Economic Intelligence can support your business.

LET'S TALK ▶

 **MORNING CONSULT®**