

Motor Oil Online Scorecard

Armed with confidence sourced from searching online forums and watching how-to videos, the average joe has shifted to performing basic vehicle maintenance and repairs themselves. This has fueled a surge in online sales of auto parts, which reached \$7.7 billion over the past year. Sales of motor oil, for example, grew to over \$100 million, an increase of 26% from a year ago.

While national brands Mobil and Castrol are clear leaders, there's an opportunity for private label brands to steal customers, which is exactly what Amazon has done with their AmazonBasics brand. In less than a year, AmazonBasics has become the 7th largest motor oil brand. It's only a matter of time before big box retailers follow suit and begin capitalizing on these trends.

This scorecard spotlights the top 10 motor oil brands' online performance and delves into the strategies brands utilized to attain their spot on this list. The Shopper Journey and Buyer Behavior components of this scorecard provide insight into pre-purchase and post-purchase metrics that help a brand better understand the behavior of their consumer.

Printer Toner/Ink Brand	Market Benchmark		1 Shopper Journey		Buyer Behavior		
	Sales Share	Dollar Spent Growth	Search Driven Conversion	Percent Winning Sessions	Share of Wallet	Retained Customers	
Mobil	2	22.0%	13%	6	7	4	2
Castrol		16.9%	29%	5	3	6	4
Rotella		8.4%	61%	8	2	7	8
Valvoline		7.4%	27%	7	10	8	4
Pennzoil		6.4%	26%	9	9	5	9
Royal Purple		4.9%	10%	3	4	1	1
AmazonBasics		4.7%	N/A	2	7	9	N/A
Liqui Moly		2.7%	14%	10	1	3	6
Lucas Oil		2.6%	36%	4	6	10	2
Motul		2.4%	28%	1	5	2	7
		Actuals		Ranked			

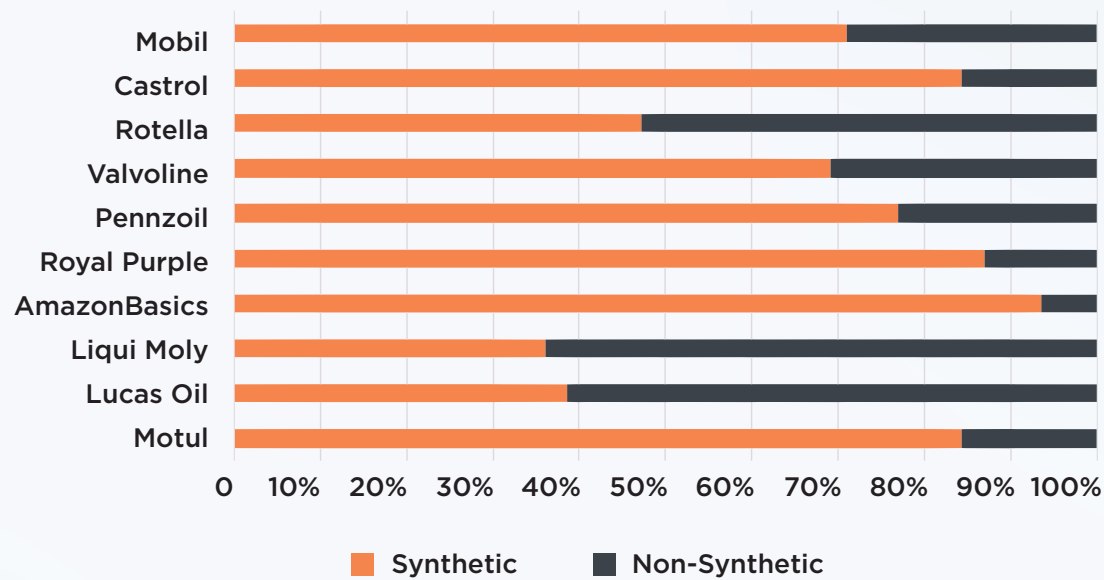
Analysis Timeframe: August 2018 - July 2019

Rank	Search Term
1	oil filter
2	motor oil
3	mobil 1 5w-30
4	oil
5	5w30 synthetic motor oil
6	mobil 1 0w-20
7	mobil 1 5w-20
8	lucas oil stabilizer
9	mobil 1
10	synthetic motor oil

1 Top On-Site Search Terms

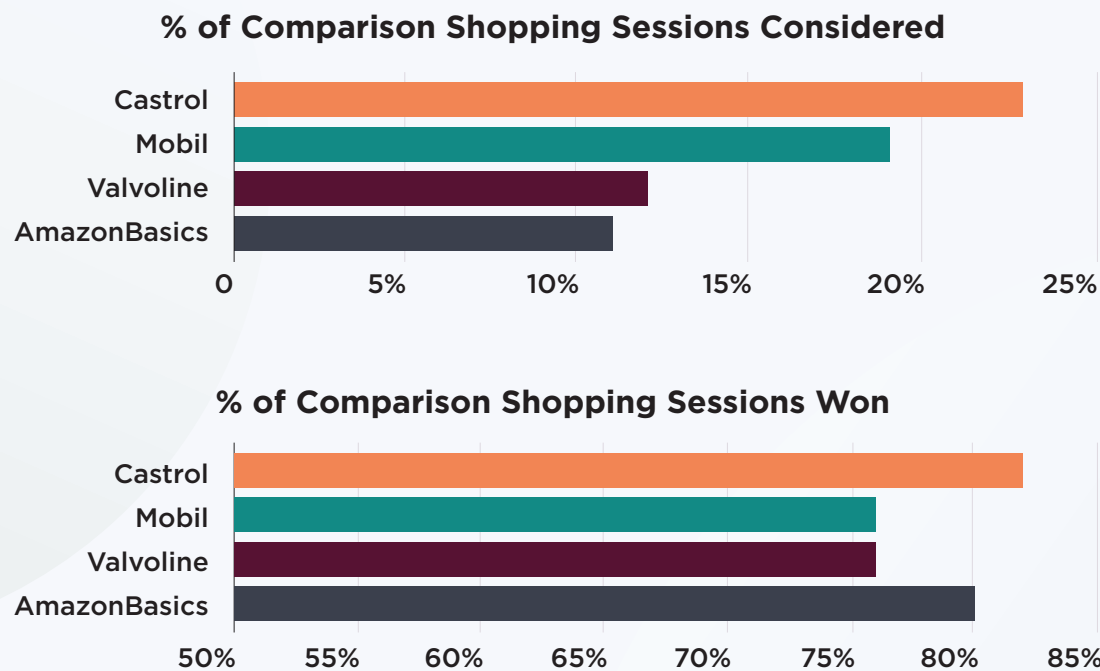
68% of online motor oil sales start with search, the majority of which is conducted on a merchant website. Top searches that drive the most sales are split evenly between generic and branded terms. Mobil and Lucas Oil are the only brands present among the top 10 searched terms. The majority of keywords do not include oil viscosity, perhaps due to lack of consumer education regarding their automobile's requirements. Brands can capitalize on this by including detailed information on product detail pages such as year, make, and models that the motor oil is suitable for.

2 Motor Oil Type % Market Share



While each of the top selling brands manufacture both synthetic and conventional options, online sales for Rotella, Liqui Moly and Lucas Oil are weighted more towards conventional. Industry leading brands Mobil and Castrol (which represent 39% of all online motor oil sales combined) are focusing their eCommerce efforts on synthetic and together represent almost 50% of the synthetic sales. It appears Amazon has made a conscious effort to focus their in-house brand primarily on synthetic motor oil, taking advantage of fewer shipping events (since recommended oil changes are less frequent) and higher margins. Although new to industry, Amazon's High Mileage Full Synthetic 5W - 30 5qt is the 5th best selling item in the category.

3 Brand Comparison Shopping Sessions



Consumers consider multiple brands 18% of the time when making an online motor oil purchase, and tend to look at between 2 - 3 different brands. It's critical for a brand to ensure that it is part of the consideration set, which is something that Castrol and Mobil execute well. This speaks to high brand awareness and successful marketing tactics.

In addition to being the number one brand in the consideration set, Castrol is highly successful at converting potential consumers into buyers. However, that doesn't mean Castrol should sit idle without any concern about the competition.

1010data transforms Big Data into smart insights to create the high-definition enterprise that can anticipate and respond to change. Our modern cloud-based analytical intelligence and consumer insights solutions enable over 850 clients to achieve improved business outcomes quicker, with less risk. The world's foremost companies, including Rite Aid, Dollar General, Procter & Gamble, Coca Cola, GSK, 3M, Bank of America and JP Morgan, consider 1010data the partner of choice for mastering customer touchpoints, optimizing product portfolio health and digitally renovating operations. We've been recognized as a Challenger in the Gartner Magic Quadrant for Data Analytics Solutions, named a Leader in the Forrester Wave for Cloud Business Intelligence Platforms and honored as a Big Data Analytics Player by Information Week. 1010data is delivering on the promise of Big Data, and we're just getting started.