



**DEP**

STELLANTIS  
DIGITAL

amazon ads

Verified  
partner

# AMAZON ADVERTISING

from Dealer eProcess

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Data matters! Looking to maximize the ROI on your advertising campaigns? Relying on 3rd party data just won't do. Only Amazon has deep, highly accurate 1st party data from a staggering 91% of US households.

# AMAZON'S 1<sup>ST</sup> PARTY DATA

- 230 million unique IDs derived from Amazon customer profiles
- Accurate street addresses in Amazon customer profiles
- 2nd largest vehicle registration database tied directly to those street addresses (Amazon Garage)
- Shopping behaviors tied directly to Amazon customer profiles
- Shoppers that viewed your ads matched to customers that bought a vehicle through the Amazon Marketing Cloud



## AMAZON GARAGE

Amazon is the #1 auto parts seller in the world. More than 90 million people have over 170 million vehicles in the Amazon Garage. Amazon tells us the exact year/make/model of those vehicles! This data empowers insights into ownership, shopping, and purchasing behavior that we use to create in-market audiences.



## AMAZON LIFE EXPERIENCES

63% of car buyers go through a life experience before purchasing. Amazon allows us to identify and target people during those experiences such as moving, graduating, having a baby, getting married, retiring, etc.



## AMAZON OEM SHOWROOMS

OEMs have Showrooms with Amazon that allow us to target Amazon shoppers who visit those Showrooms.

# WALKER CHEVROLET INCREASES TOTAL WEBSITE TRAFFIC 41% WITH DEP'S AMAZON ADVERTISING

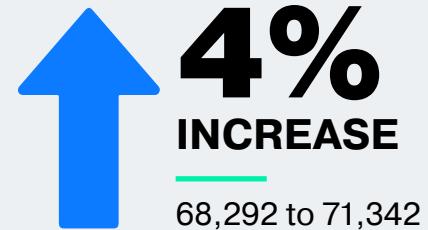
Total Website Traffic



Direct Searches

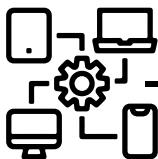


Organic Searches



## EVERYWHERE

We follow the in-market consumers wherever they go, across any platform such as Roku, FireTV, Apple, etc. Your campaign will be shown across whatever device, tablet, laptop, or connected TV in the home that the in-market consumer is using.



Amazon  
1st Party Data



OTT, Display, & Video  
Through Conversion



Cross-Device  
Attribution

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Over the past year I've been using DEP's Amazon Advertising, my website traffic has increased 41% with a huge lift to my direct traffic numbers... The numbers don't lie!

Brock Daly

GM, Walker Chevrolet

**62%**  
**INCREASE**

KIA dealer sees growth in direct traffic using Amazon Advertising

**45%**  
**MATCH RATE**

Chevy dealer matched sales to Amazon customers who viewed their ads

**46%**  
**LEAD GROWTH**

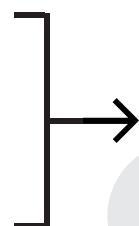
Honda dealer sees lead growth for zip codes unique to Amazon Advertising

## FORECASTING & OPTIMIZING

Our campaigns follow the data. We prescribe a mix of Streaming TV, Audio, Digital Video, and Display based on the targeted consumer's use of those channels. We continually optimize the campaign based on the data from the Amazon pixel we place on your site.



1<sup>ST</sup> PARTY DEALERSHIP DATA  
• Name • Phone  
• Email • Date  
• Address • Lead vs Sale



**Amazon  
Marketing Cloud**

Datasets are combined to find overlapping lead and sales data

## REPORTING & ATTRIBUTION

The Amazon pixel reports anytime a Unique ID that's seen your ad visits your site. The Amazon Marketing Cloud matches people who saw your ads to your leads and sales so you can measure the impact of your investment.



**Sales & Leads  
Match**

Matching data is used to show the influence of your campaign on sales and leads

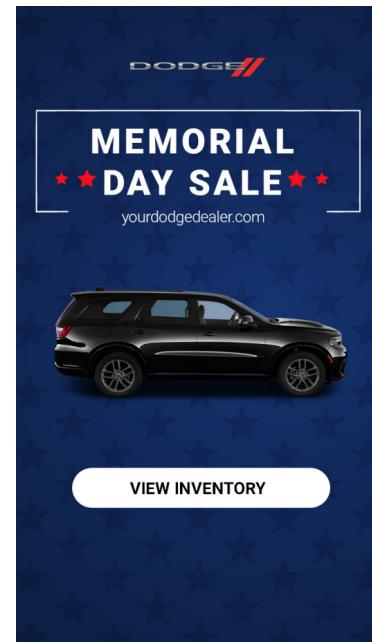
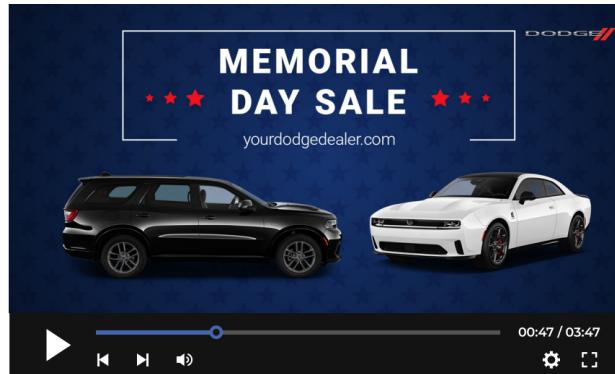
# NEED CREATIVE? WE CAN HELP!

## VIDEO ADS

DEP Spotviewer has over 1,800 templates that we can customize for your dealership. These commercials are yours for 2 years to use wherever and whenever you want.

## DISPLAY ADS

Our expert creative team can design fully custom display ads for your dealership.



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Immediately after we started running our video ad promoting the service department we saw a **25% increase** in daily appointments booked going from an average of 44 to an average of 55...our maximum capacity. We made no changes to our media investments other than adding the video advertising so we know it was the Amazon Advertising that caused the lift in service ROs.

Katie Takemoto  
Internet Director, Serra Chevrolet



**TURN UP THE VOLUME ON YOUR  
ADVERTISING & SCHEDULE A  
DEMO TODAY!**

For more information scan above or visit  
[dealereprocess.com/amazon-advertising](http://dealereprocess.com/amazon-advertising).