



amazon advertising

As a dealer, controlling advertising costs is paramount.

What if...

- What if you could only target those who live in your primary market area and exhibit in-market behavior? Would that save you money?
- What if you could serve them with a message about why you should be considered during the last 30 days leading up to their purchase?
- What if you had the ability to see the influence your advertising had on the leads and sales for your dealership?

Wouldn't this be meaningful to your budget?

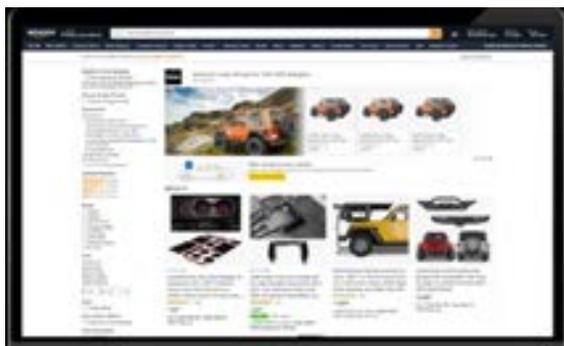
Data matters when you execute your advertising campaigns. Deterministic (observed behavior) data is superior when targeting in-market buyers compared to probabilistic data, such as Nielsen or comScore, which are based on surveys and models.

Amazon has 1st party data based on their customers that is unmatched in scale

- 85% of adults have logged into Amazon & have an Amazon Unique Identity.
- Amazon has over 223 million US Monthly Unique Visitors in the US
- People provide their location for delivery, giving us high confidence that they live in your zip codes.



- ^a Amazon is the #1 parts seller in the world. More than 109 million people have put over 190 million vehicles in the Amazon Garage, which tells us the exact year, make, and model vehicle(s) they currently own!

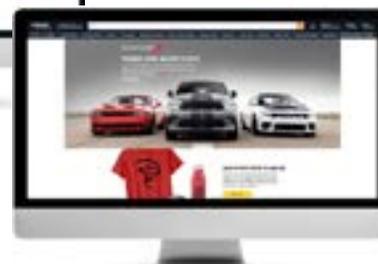


- The data we harvest from the Amazon Garage empowers insights to their ownership, shopping, & purchasing behavior that in turn identifies in-market consumers.
- Stellantis, and other OEMs, have created OEM Showrooms on Amazon that allow us to target the Amazon shoppers who experience the OEM Showroom.

<https://www.amazon.com/adlp/jeepvehicles>



<https://www.amazon.com/adlp/dodge>



- Amazon knows that 63% of the car buyers go through a life experience before purchasing.





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

Forecasting, Optimizing, Reporting and Attribution

- Our campaigns follow the data, meaning we prescribe the mix of Streaming TV & Audio, Digital Video, and display based on the consumer's use of those channels.
- Ongoing optimization is based on the Amazon Pixel we place on your website at the start of your campaign. The Amazon pixel reports to us anytime an Amazon Unique ID that has seen your commercial visits your website.
- Attribution is unsurpassed with the Amazon Marketing Cloud. The AMC reports to you the media influence, the customer Journey to you on your leads and sales. DEP is the only entity in the AMC other than the OEMS today.



Providing Creative



Change Store: Dealer eProcess

Home My Clients Cart (0) Upload Creative Library Your Account

Search by Keyword in Automotive - RAM

Viewing Market

Chicago, IL

Industry

Automotive

View all Automotive

Brand

Acura	Alfa Romeo
Audi	BUICK GMC
Cadillac	Chevrolet
Chrysler	Dodge
Fiat	Ford
Group	Honda
Hyundai	Infiniti
Huawei	Jeep
Kia	Land Rover
Lincoln	Lincoln
Mazda	Mercedes Benz
Mitsubishi	Nissan
RAM	Subaru
Toyota	Volkswagen
VW	

Category

Pre-Owned / Trade	Subprime
01 January	02 February
03 March	04 April
05 May	06 June
07 July	08 August
09 September	10 October
11 November	12 December
4th of July	Back to School
Baseball	Black Friday
Baseball	Christmas
Digital Retailing	Fall
Football	Halloween
Hockey	Holiday
Humor	Labour Day
Luxury	Memorial Day
New Year	Olympics

Viewing All RAM Automotive Spots

Hottest Deals of Summer #1794

Hello Summer Savings #1844

The Summer of Jeep #1830

Hot Summer Savings #1750

Get Out Get Driving #1925b

Sunny Specials #1861

Summer Clearance Event #1701

Roll in the Savings #1919

Summer Sales Event #1591

Summer Savings Event #1701

A Little More Generational

Summer Savings Event

Sizzling Summer Sale

- Many dealers need help with the creation of their video commercials and display ads. The DEP Spotviewer has over 1800 templates that give us the ability to make highly customized commercials for your store.
- These commercials become yours for the next 24 months to use wherever, and whenever, you please.

Award Winning Streaming Service

- Las Vegas, NV (March 10, 2022) - Brian Pasch, author and industry leader in automotive marketing strategies, online dealer education, marketing analytics, and digital retailing is pleased to announce Dealer eProcess (DEP) as a winner of the 2022 AWA Award in the category of OTT Advertising.



According to Tim Bowles, who leads DEP's Amazon Advertising division, "Dealer eProcess' streaming campaigns are designed to target the in-market car shopper, period. This system is incredibly effective and has been providing dealers top-tier results, even during this period of low inventory and great uncertainty. DEP's unique access to Amazon's industry-leading targeting data is what allows us to provide greater returns for dealers from their advertising budgets. The next step for our revolutionary technology is one that allows us to dive even deeper into the Amazon "walled garden" by accessing the vaunted Amazon Marketing Cloud."

