

Maximizing Dealerships' Advertising Strategy with Amazon Ads

With their distinct niche markets, motorcycle dealerships face unique challenges in reaching potential customers efficiently. Representing over 100 Motorcycle Dealerships, the client was focused on optimizing impression performance while staying within a specific CPM threshold. Choozle helped to achieve results by leveraging precise geo-targeting, Amazon's proprietary data segments, and channels like Twitch and streaming TV.



THE OBJECTIVE

The primary objective was to demonstrate the advantages of adopting a robust digital advertising strategy over traditional linear TV advertising. This strategy aimed to maximize efficiency by targeting the right users not only geographically but also by honing in on specific user characteristics and behaviors, utilizing Amazon's data targeting offerings. The client wanted to reach previously untapped audiences and maintain a competitive CPM while showcasing the benefits of a digital approach.

THE SOLUTION

To meet the client's objectives effectively, Choozle implemented a comprehensive digital advertising strategy incorporating Amazon Ads and targeting a highly specific audience. By identifying the ideal motorcycle buyer, Choozle was able to tap into custom audience segments such as motorcycle owners, individuals who owned specific motorcycle brands, shopping behaviors, and motorcycle enthusiasts to reach new and relevant audiences.

Utilizing Amazon's rich data sources, Choozle accessed in-market, lifestyle, and automotive audiences, allowing the campaign to reach users based on browser behavior-specific interests. Also, by leveraging Amazon's partnership with Polk, access to data from registered car users, including make, models, and more allowed for additional reach.

In addition to traditional digital channels, Choozle ran campaigns across Twitch inventory to reach the 18+ user demographic, expanding the client's reach beyond conventional methods.

Lastly, each dealership had a 20-mile radius around its location to ensure hyper-localized targeting.

KEY RESULTS

98%+
VCR

0.15%
DISPLAY CTR

\$22
CTV CPM

\$3
DISPLAY CPM