



AMAZON DISPLAY ADVERTISING

Reach local shoppers across Amazon and premier partner sites with exclusive Amazon audience data.

Demand Local enables you to reach the largest eCommerce site in the US accounting for 202 million unique monthly visitors. Reach real people that are browsing and researching everyday purchases through multiple devices. Leverage exclusive user and purchase data to run Display advertising on Amazon desktop and mobile, leading Fire devices and third-party sites.



DATA SOURCES & AUDIENCE

Use Amazon's Data in combination with 3rd Party In-Market Data to outperform your competition



Reach high-value automotive customers at scale



Engage customers across the automotive buyer's journey



Access unique Amazon automotive audiences and ad inventory



Deliver results across your automotive business

OPTIMIZED FOR AUTOMOTIVE



IN-MARKET

Target lower funnel audience using market-leading automotive data to drive sales



CONTEXTUAL

Users researching or shopping for parts & accessories on Amazon.com.



OWNERS

Audiences who registered their vehicles on Amazon Garage.



AUDIENCELOOK-ALIKES

Amazon modeling capabilities to Vehicle-specific predictive segments



BEHAVIORAL

Search, browse and purchase behaviors over the past 365 days



CRM DATABASE TARGETING

Target customer in your CRM w/ verified Amazon accounts & build lookalike audiences



PARTS & ACCESORIES

Promote vehicle-specific parts & services