

# DYNAMIC VEHICLE ACQUISITION THROUGH AMAZON

Use the power of Amazon Garage to take your inventory acquisition strategy up a notch. Quickly and easily fill your dealership lot using this direct-to consumer approach that precisely targets car owners with persuasive offers

**207M+** REGISTERED VEHICLES IN THE US

**104M+** UNIQUE CUSTOMER GARAGES

**1.99** AVERAGE VEHICLES PER ACCOUNT

## BOOST YOUR VEHICLE ACQUISITION STRATEGY THROUGH AMAZON GARAGE



### ACCESS AMAZON'S OWNERSHIP DATA

Amazon has one of the largest databases of vehicle ownership data on the market. Utilize their 1st-party vehicle ownership data to acquire the perfect inventory for your dealership



### TARGET BY THE EXACT INVENTORY

Dynamic display ads are an effective campaign strategy to deliver unique messaging to each vehicle owner based on year, make, and model data



### PERSONALIZE OFFERS TO CAR OWNERS

Amazon's Your Garage allows you to run ads using shopping signals, and you'll be able to create buyback promotions that aligns with your customers' life events and interests



### DIRECTLY REACH CAR OWNERS

Engage directly with consumers on a one-on-one level for deeper engagement leading to higher closing rates



### EXPAND YOUR BUYBACK PROGRAM

Amazon Garage is the perfect lever to set up an excellent multi-tier buyback program that will help you generate more revenue

## HOW IT WORKS

With Amazon's Your Garage, we have the ability to filter audiences based on their ownership data. This means that dealerships can choose which vehicles they would prefer for reconditioning. Dealerships can select inventory based on year, make & model preferences. We'll programmatically filter out customers who don't meet these criteria so you'll always be sure that only qualified prospects see your ad.

- Dealer logo
- Dynamic Vehicle Image
- Dynamic Vehicle description and offer
- Custom branding logo/art
- Dynamic Vehicle pricing\*\*
- Custom CTA



### QUICKER AND COST-EFFECTIVE

Communicating directly with local car owners means you get to control the buying process allowing you to acquire vehicles quickly and cost-effectively more than your competition



### HIGHER PROFIT MARGINS

Delivering inventory ads with dynamic personalization allows dealerships to more effectively acquire their inventory. More effective marketing means more profit and higher overall return on ad spend



### FILL UP YOUR LOT IN NO TIME

We take the hassle out with our turnkey solutions for acquiring local inventory conveniently



### BOOST YOUR SALES

Accelerate your growth and achieve your revenue goals by leveraging buyback offers and making the best out of pre-owned vehicle sales