WEBINAR

Launching and Optimizing
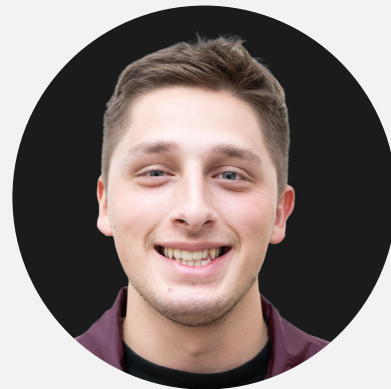
Amazon Ads

Presented by Norbee CognitionDigital.io

Speakers

Vasilios Lambos

CMO
Cognition Digital IO

Atul Patel

CEO & Co-founder
Orbee

Chris Vazquez

Director of Marketing
Orbee

Webinar Agenda

- ❏ Introduction to Amazon Ads - Reach and Ad Types ⚙️

- ❏ Challenges with Reporting in Traditional Analytics 📉

- ❏ Cognition Digital IO & Orbee Integration 🔗

- ❏ The Power of Amazon Ads & Accurate Metrics 📊

- ❏ How to Get Started with Amazon Ads 🔍

- ❏ Audience Q&A Session + Prize Giveaway 💎

Introduction to Amazon Ads

Reach Your Customers (and ours) at Scale

200m +

Vehicles in the Amazon Garage

92m +

Active Amazon Accounts

norbee

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Insights for Automotive Marketers

83%

83% of Amazon shoppers are either cord-cutters—audiences who switch from pay TV subscriptions to streaming media services—or cord-stackers—audiences who subscribe to both pay TV and streaming TV

2.6

Frequent Amazon shoppers visit an average 2.6 car dealerships versus only 2 for less-frequent Amazon shoppers.

3x

Frequent Amazon shoppers are 3 times more likely to purchase an electric or hybrid vehicle compared to less-frequent Amazon shoppers.
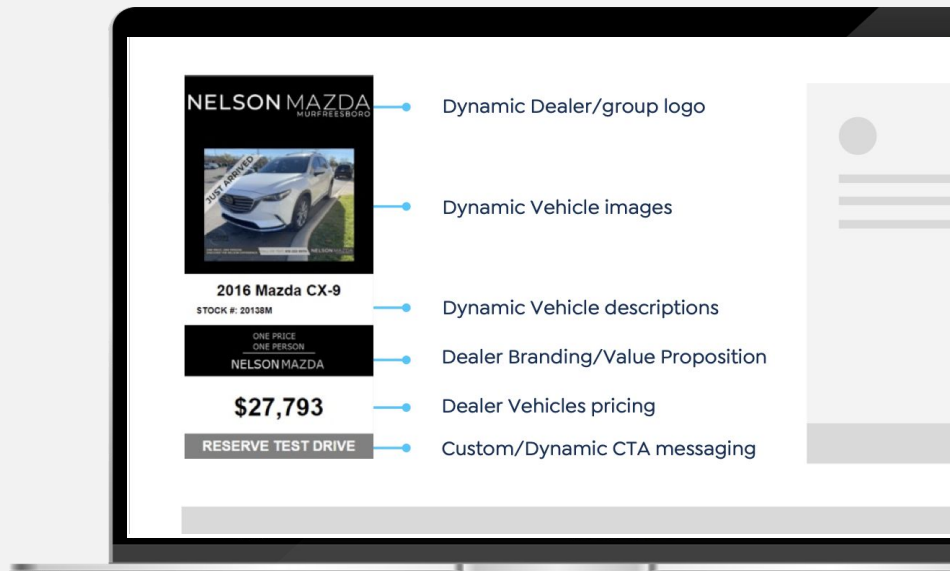
63%

63% of car buyers experienced a life-changing event such as a family, home, or hobby change before purchasing a vehicle.

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Turnkey Dynamic | VIN-Specific Ads

Dynamically Match vehicles to consumers based on their life stages and buying motives.

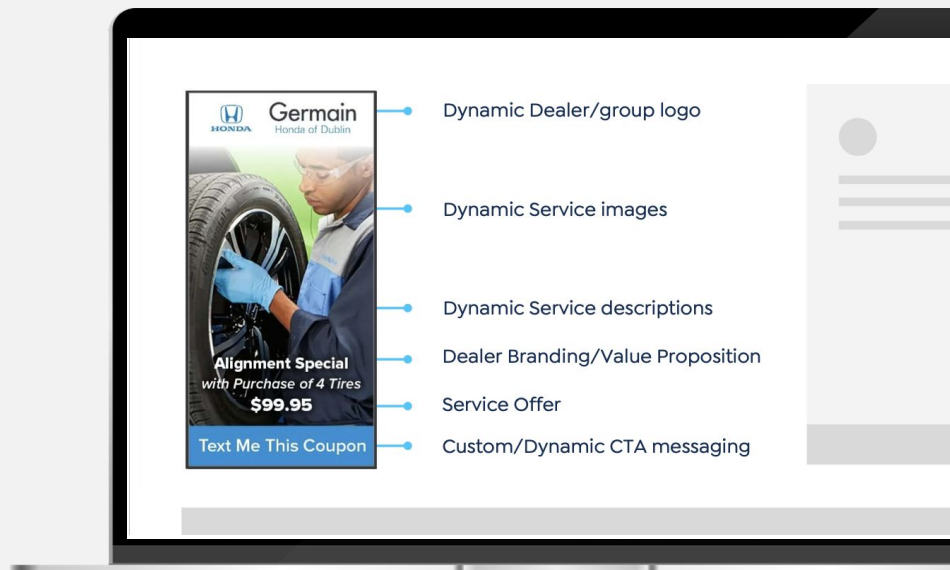- Filter for year, make, model audiences
- Align conquest audiences 1-1
- Match-back sales attribution to vins

NELSON MAZDA
MURFREESBORO

JUST ARRIVED

2016 Mazda CX-9
STOCK #: 20138M

ONE PRICE
ONE PERSON
NELSON MAZDA

$27,793

RESERVE TEST DRIVE

- Dynamic Dealer/group logo
- Dynamic Vehicle images
- Dynamic Vehicle descriptions
- Dealer Branding/Value Proposition
- Dealer Vehicles pricing
- Custom/Dynamic CTA messaging

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Turnkey Dynamic | Service Ads

Dynamically match 1st party Amazon Garage Audiences with vehicles Service ads.

- Filter inventory by year, make, model
- Acquire leads, sales, and trades
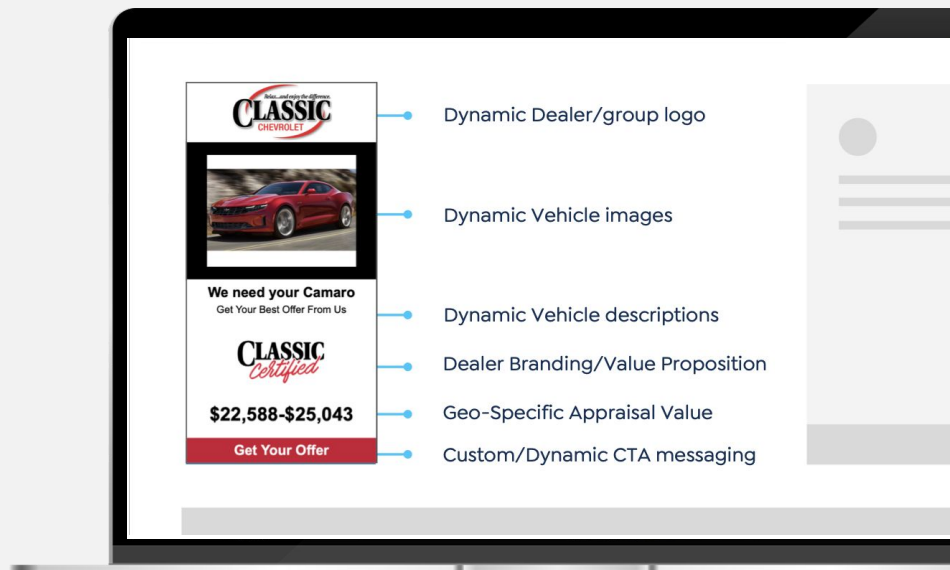- Target based on parts & accessories purchases on Amazon.com

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Turnkey Dynamic | **Acquisition Ads**

Dynamically match 1st party Amazon Garage Audiences with vehicles Acquisition Ads.

- Filter inventory by year, make, model
- Acquire leads, sales, and trades

Dynamic Dealer/group logo

Dynamic Vehicle images

Dynamic Vehicle descriptions

Dealer Branding/Value Proposition

Geo-Specific Appraisal Value

Custom/Dynamic CTA messaging

Joint reach of Amazon Streaming TV Ads and Twitch

135MM

Unduplicated US monthly viewers across Streaming TV and Twitch

16x

more than the entire population of New York City

Extend your reach in premium apps with Amazon Publisher Sales

Amazon Publisher Services focuses on direct integrations with the largest streaming TV publisher through connected devices, including Fire TV, as well as on ad-supported content through Prime Video Channels
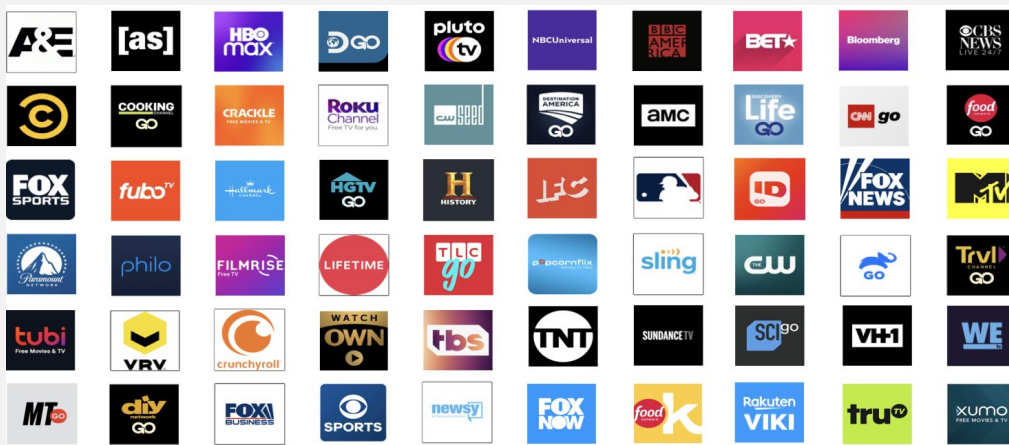
Streaming TV (OTT)

In order to deliver programmatic media on Amazon Advertising Classic Chevrolet chose Cognitiondigital.io to deliver OTT across Fire TV devices. Cognition's cross device website attribution enabled Classic to track all website traffic that viewed their TV ad and visited the website.

Challenges with Reporting in Traditional Analytics

Amazon Ads Traffic in GA4

❌ Google Analytics works best with Google's own advertising channels (e.g., Google Search Ads, Display Ads, YouTube Ads).

❌ Google Products are not optimized to provide comprehensive and accurate data for campaigns running on platforms like Amazon.

❌ Aggregate analytics is only scratching the surface of optimizing for DSP advertising where every datapoint can help quantify optimization

❌ No first-party visibility, such as IP addresses of visitors, and linking visitors to their first-party cookie IDs including Householding

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Amazon Ads Traffic in GA4
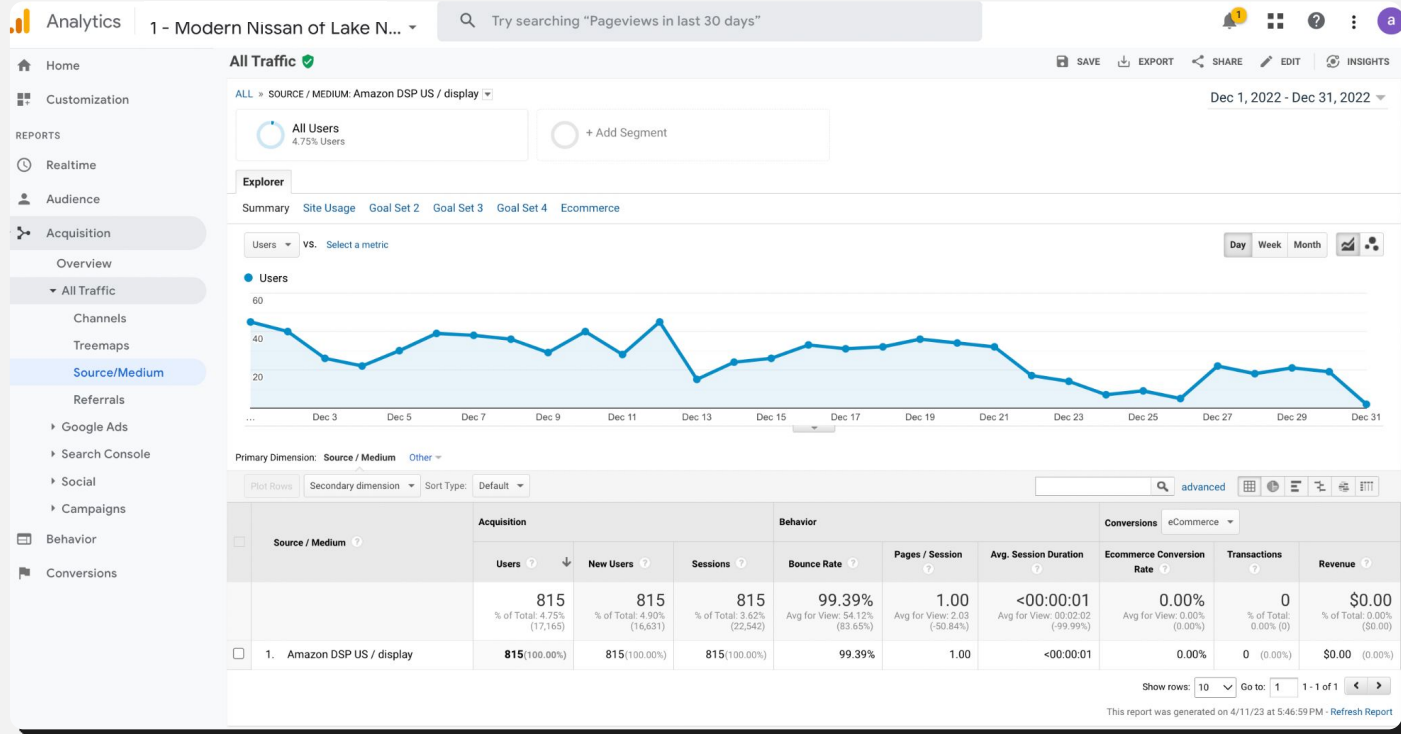
Campaign Analysis and Visit Drilldown

Source / Medium ⦵	Total Visitors ⦵	Total Visits ⌄ ⦵	Vehicle Views	Avg. Vehicle Views per Visitor ⦵	New Visit Rate ⦵	Returning Visit Rate
CognitionDigital display	**587** ⌄ 51.5 %	**614** ⌄ 49.6 %	**107** – %	**0.18** ⌃ 61.3 %	**95.4 %** ⌄ 3.5 %	**4.6 %** ⌃ 327.3 %

Campaign ⦵	Total Visitors ⦵	Total Visits ⌄ ⦵	Vehicle Views	Avg. Vehicle Views per Visitor	New Visit Rate ⦵	Returning Visit Rate
1074355565 CognitionDigital / display	**495** ⌄ 48.8 %	**495** ⌄ 48.9 %	**0** ⌄ 100.0 %	**0.00** ⌄ 100.0 %	**100.0 %** ⌃ 0.1 %	**0.0 %** ⌄ 100.0 %
1074355565_1087081175_1074201060 CognitionDigital / display	**22** – %	**37** ⌃ 48.0 %	**34** ⌃ 100.0 %	**1.55** ⌃ 100.0 %	**62.2 %** ⌄ 22.3 %	**37.8 %** ⌃ 89.2 %
1074355565_1087081174_1074201060 CognitionDigital / display	**6** ⌃ 20.0 %	**10** ⌃ 100.0 %	**8** ⌃ 100.0 %	**1.33** ⌃ 66.7 %	**60.0 %** ⌄ 40.0 %	**40.0 %** ⌃ – %
1074355565_1087081160_1074201060 CognitionDigital / display	**6** – %	**7** – %	**5** ⌄ 16.7 %	**0.83** ⌄ 16.7 %	**85.7 %** – %	**14.3 %** – %
1074355565_1087081183_1074201059 CognitionDigital / display	**2** – %	**7** ⌃ 250.0 %	**8** ⌃ 700.0 %	**4.00** ⌃ 700.0 %	**28.6 %** ⌄ 71.4 %	**71.4 %** ⌃ – %

Campaign ID

Ad (Creative) ID

Audience ID

Campaign Analysis Raw Data

Excel

Google Sheets

Database

aws | S3

Limited Attribution Models

First-party Attribution Models are essential in optimizing advertising campaigns.

Utilizing all of a dealership's first-party data to look at touch points to better report on attribution.
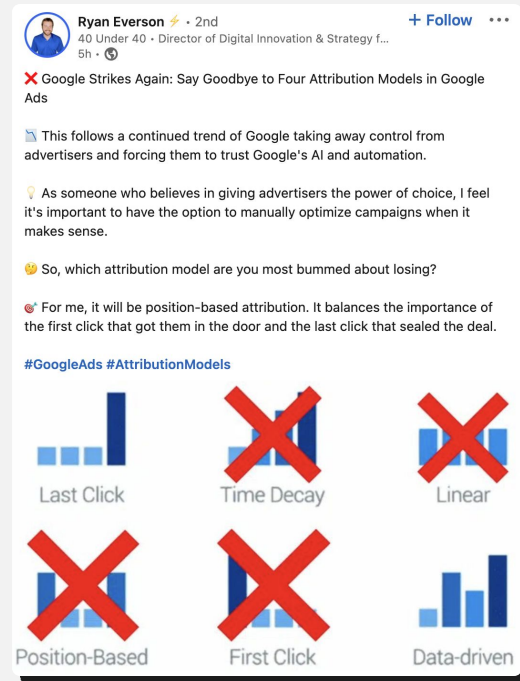
Cognition Digital IO & Orbee Integration

Expanding Click Through Data

✅ Source / Medium Reporting

✅ Campaign Level Reporting

  ○ Down to the individual ad ID to evaluate which creative and messaging is driving clicks, conversions, etc.

Debugging Capabilities

✅ IP-Address Level Identification

✅ User Agents

✅ Debugging bot traffic

CognitionDigital.io

Day Parting Streaming TV Ads

Understanding the connection
between ad exposure and web traffic

What is Coming?

Segmenting Amazon Ads Traffic

Identify and segment the users that come from
Amazon to customize their experience.

The Power of Amazon Ads and Accurate Metrics

Dealer Amazon Ads Success Stories

Dynamic Ads | VIN-Specific Ads

Target Audience

- ❏ In market Customers
- ❏ Conquest Owners from Amazon Your Garage ownership data
- ❏ Interest and life stage contextual data for pertinent models (i.e. minivans for growing families, etc)

Results

- ❏ Average 81 conversion per month
- ❏ $30 per lead

Dynamic Dealer/group logo

Dynamic Vehicle images

Dynamic Vehicle descriptions

Dealer Branding/Value Proposition

Dealer Vehicles pricing

Custom/Dynamic CTA messaging

Dynamic Ads | Service Ads

Target Audience

Dynamically match 1st party Amazon Garage Audiences with vehicle Service ads.

- ❏ Filter inventory by year, make, model
- ❏ Acquire leads, sales, and trades
- ❏ Target based on parts & accessories purchases on Amazon.com

Results

- ❏ 25 net new ROs (Customers that had never been to the store)
- ❏ $80 cost per RO
- ❏ $345 average gross per service RO return of $8636
- ❏ 122 additional VDP visits per month from a service ad

Dynamic Dealer/group logo

Dynamic Service images

Dynamic Service descriptions

Dealer Branding/Value Proposition
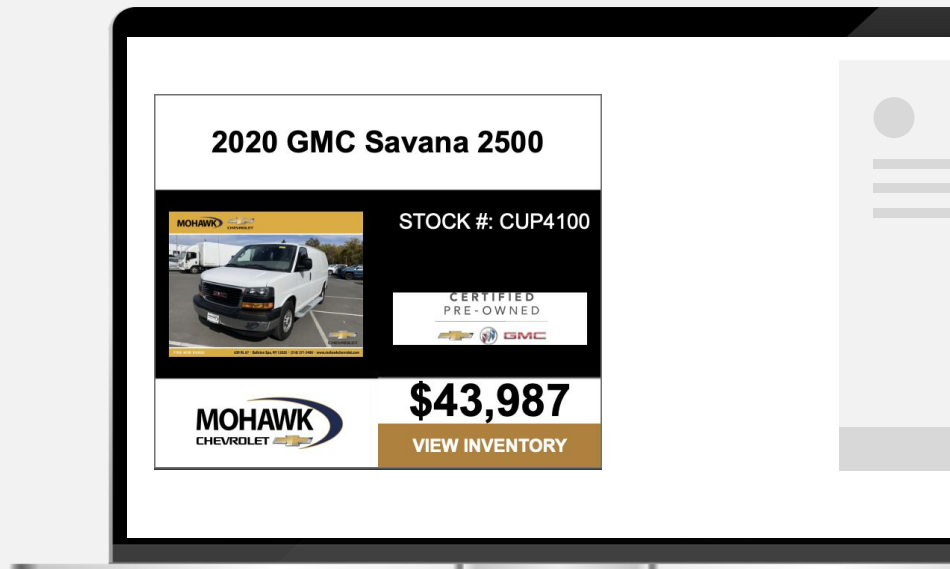
Service Offer

Custom/Dynamic CTA messaging

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Certified Vehicle Sales

Target Audience

❏ Conquest and current Owners from Amazon Your Garage ownership data
❏ Interest and life stage contextual data for pertinent models

Results

❏ 300 leads in 3 month period
❏ $10 per lead
❏ 67 vehicles sold
❏ $46.90 cost per sold

2020 GMC Savana 2500

STOCK #: CUP4100

CERTIFIED PRE-OWNED

$43,987

MOHAWK CHEVROLET

VIEW INVENTORY

Streaming TV (OTT)

Results

- ❏ Average of 308 Website visits per month
- ❏ $16.21 per site visit.
- ❏ Average 58 trade in forms completed per month
- ❏ $112 per Acquisition lead.

Q&A Session + Prize Giveaway

Answer to Win

Remember back through the webinar to answer the question on the next slide!

First person to answer the question, wins a MiiR 20oz Hot/Cold Tumbler!

Fill in the Blank

Orbee's integration with CognitionDigital expanded how much data from click-throughs can be pulled into reports such as source, medium, campaign and ___ ID data

Get Started!

orbee.com

cognitiondigital.io

Contact Orbee: sales@orbee.com

Contact Cognition Digital: sales@cognitiondigital.io