

WEBINAR

Launching and Optimizing

# Amazon Ads

Presented by



CognitionDigital.io

# Speakers



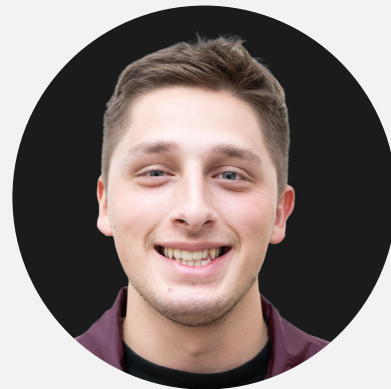
**Vasilios Lambos**

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

# 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.

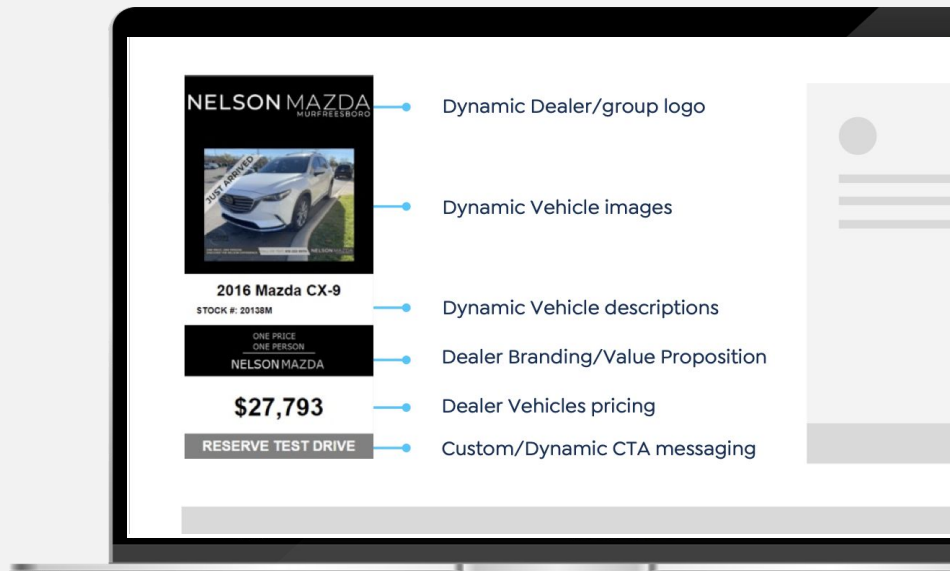
63%

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

# Turnkey Dynamic | VIN-Specific Ads

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

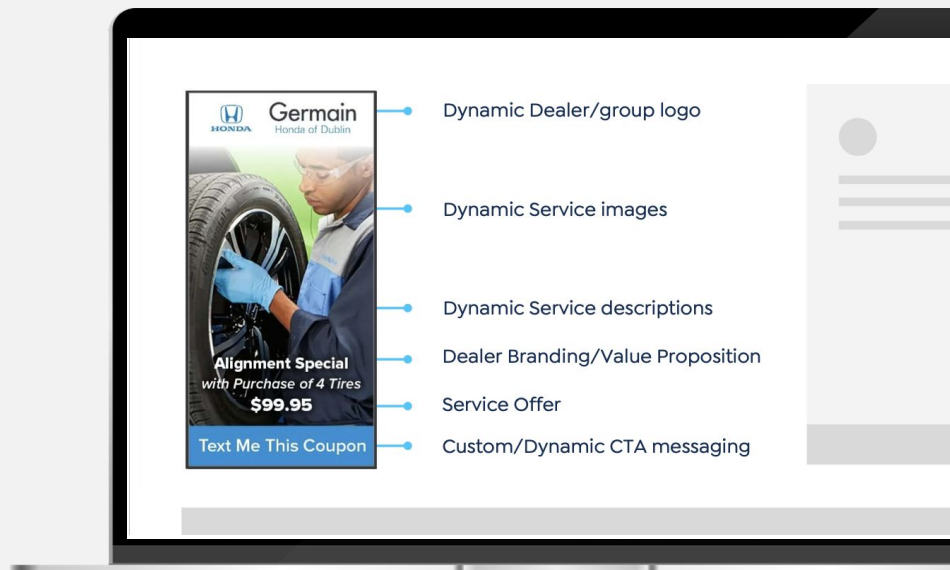
- Filter for year, make, model audiences
- Align conquest audiences 1-1
- Match-back sales attribution to vins



# 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

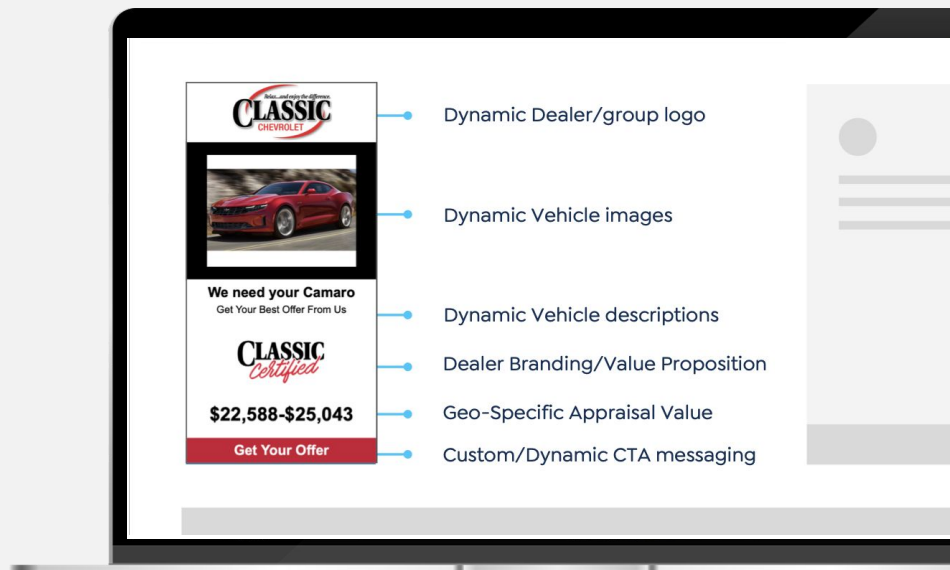




# Turnkey Dynamic | Acquisition Ads

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

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



# Joint reach of Amazon Streaming TV Ads and Twitch

## 135MM

Unduplicated US monthly viewers across  
Streaming TV and Twitch

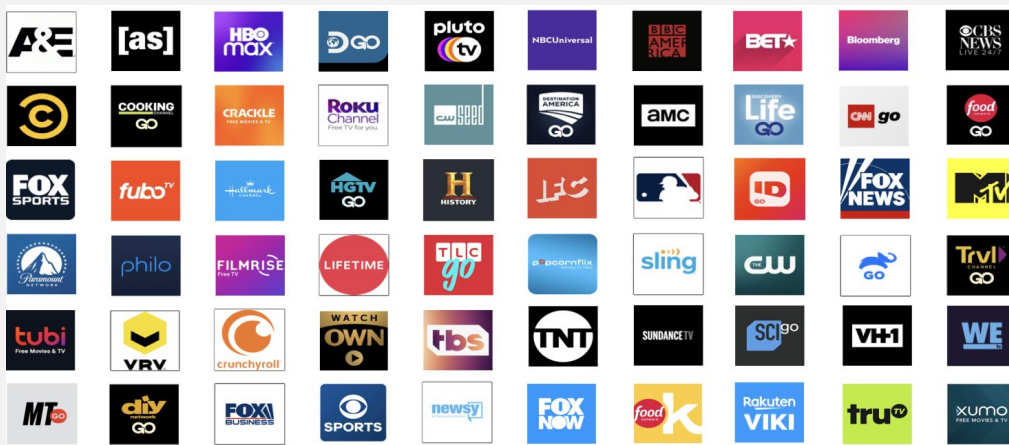
## 16x

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.



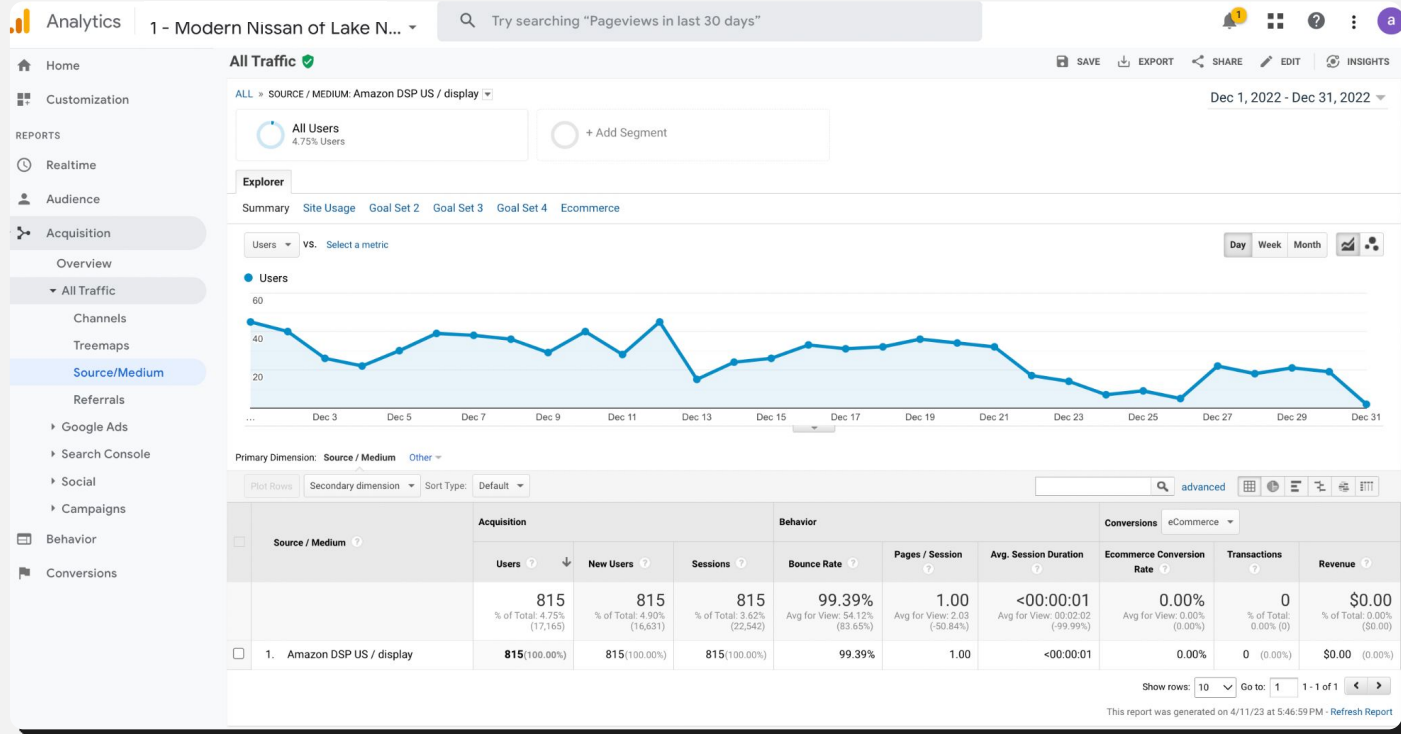


# Challenges with Reporting in Traditional Analytics

# 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

# 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 ID

Ad (Creative) ID

Audience ID

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 Analysis Raw Data

Visits Drilldown Details										
Source: CognitionDigital Medium: display Filter										
Source	Medium	Campaign	Visitor Id	Ip	Isip	Browser	Browser Version	Campaign Id	Visit Count	Visitor Count
CognitionDigital	display	1074355565,1087081175,1074201060	db4c74d3-4d4-d75e-bbeb-5d776bbe4000			HOtNet	Opera	95.0.0.0	a4826fd5-2f3c-4db0-8ecd-c4b550589905	12
CognitionDigital	display	1074355565,1087081183,1074201059	54f9c368-c307-2101-9808-60b459f04544			Comcast Cable	Chrome	110.0.0.0	aff09aa6-6208-4504-ae33-66651a081140	6
CognitionDigital	display	1074355565,1087081174,1074201060	35b030fb-a96a-46c2-215c-65a5d5670e30			Spectrum	Edge	110.0.1587.57	d98755f0-e745-47e7-9aa9-11611243a8c3	5
CognitionDigital	display	1074355565,1087081186,1074201059	9f6827f16-6e03-433b-2800-14f30f6182d8			Spectrum	Edge	110.0.1587.50	3401914d-9a0c-4b5e-ad96-95cf99393cae	2
CognitionDigital	display	1074355565,1087081175,1074201060	320205a7-6e1d-4165-0a5f-0821ceb04f43			Comporium	Safari	15.6.1	a4826fd5-2f3c-4db0-8ecd-c4b550589905	2
CognitionDigital	display	1074355565,1087081175,1074201060	5d7e887d-80dc-43ba-33d1-acad98f5090a			Spectrum	Edge	111.0.1661.54	a4826fd5-2f3c-4db0-8ecd-c4b550589905	2
CognitionDigital	display	1074355565,1087081175,1074201060	0f266ce0-d78d-4560-0129-6c5c539c3d0d			Spectrum	Chrome	110.0.0.0	a4826fd5-2f3c-4db0-8ecd-c4b550589905	2
CognitionDigital	display	1074355565,1087081166,1074201060	85893907-45a3-42f1-3284-45a25c717695			AT&T Internet Services	Edge	110.0.1587.03	6a666ace-0b0c-4e69-bf68-ab29cddc8b05	2
CognitionDigital	display	1074355565,1087081160,1074201060	03727180-0992-4121-1ed9-2ee9d37d8fba			Spectrum	Chrome	111.0.0.0	e7729eda-8690-4a7a-a956-6a4772876cae	2
CognitionDigital	display	1074355565,1087081175,1074201060	00c2cfae-6917-48f9-1fap-9187d50ee0e8			Advertising Distribution Supplies Srl	Safari	15.6.1	a4826fd5-2f3c-4db0-8ecd-c4b550589905	1
CognitionDigital	display	1074355565	03128540-8451-4443-134c-34b1bc072036			Oath Holdings	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	02a1d211-8e03-4c1c-043b-41c71233e7ad			Amazon.com	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	032a335c-0ded-4736-162f-be17448be9ace			Amazon.com	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	0ac8a9f4-720f-47f5-30fc-53a3fe44144d			Amazon.com	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	00b58213-44a2-48c7-362c-e3f1ddbe17e6			Oath Holdings	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	0034f2a-962e-47fa-01d8-696eb4e78001			Oath Holdings	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	020f02b7-c41d-4607-063b-ba97db821999			Oath Holdings	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	06add997-48a9-4c0f-06e9-578498212b9a			Amazon.com	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	062dcda4-d9d4-44d0-3d36-799c065143ba			Oath Holdings	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565,1087081175,1074201060	014607f-6a1a-4516-2361-508e97adbfaf			Spectrum	WebKit	605.1.15	a4826fd5-2f3c-4db0-8ecd-c4b550589905	1
CognitionDigital	display	1074355565,1087081168,1074201060	0748235c-418d-42fa-3aac-237e610a6e01			Tera-byte Dot Com	Chrome	96.0.4664.110	2ecfbc00-72d5-4284-8305-847e5e28cfa4	1
CognitionDigital	display	1074355565	081e4133-2390-449e-2f67-0cc020f9e0d3			Oath Holdings	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	0873fbed-67cd-49fc-2927-4227e3177808			Oath Holdings	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	098759c1-4f86-43db-0c24-7614638d4247			Level 3 Communications	Chrome	71.0.3578.98	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	0996e1e8-99f4-4268-216a-f9865e7cd133			Amazon.com	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	09b79017-6fbb-42e8-2d8c-9ebb5685a91a			Amazon.com	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	0a1bf6a0-945c-43d1-1a20-3036f22f19d9			Level 3 Communications	Edge	96.0.1054.33	833d33af-482a-4158-8785-9cb9229ff493	1
CognitionDigital	display	1074355565	0a7049ae-e533-43f1-057c-98028e48c204			Amazon.com	Chrome	88.0.4324.96	833d33af-482a-4158-8785-9cb9229ff493	1



Excel



Google Sheets



Database

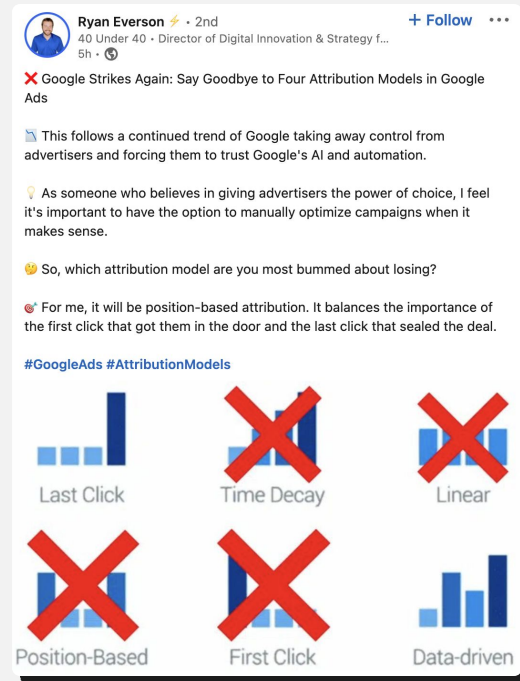


S3

# 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



# 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

The image shows a laptop screen with a dynamic advertisement for a 2023 Toyota 4Runner. The ad is structured as follows:

- Header:** Modern Toyota logo.
- Image:** A black and white photo of a 2023 Toyota 4Runner.
- Text:** 2023 Toyota 4Runner, STOCK #: 16N2127.
- Image:** A small photo of a Toyota dealership.
- Text:** \$45,184.
- Button:** VIEW INVENTORY.

Arrows point from these elements to the following labels on the right:

- 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

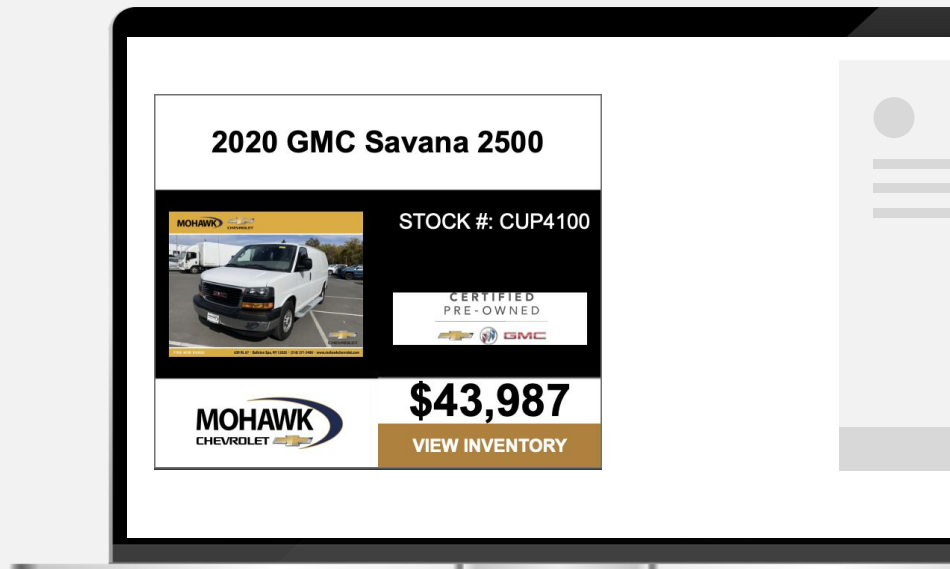
# Certified Vehicle Sales

## 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



# 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

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Contact Cognition Digital: [sales@cognitiondigital.io](mailto:sales@cognitiondigital.io)