

RANGE ROVER

DEFENDER

DISCOVERY

JAGUAR

Amazon OTT: Buy Two Months, Get One Free!

Dominate market share with solutions that drive more sales at lower costs.



This summer, take advantage of a special offer available exclusively for JLR dealers.

There has never been a better time to advertise on Amazon!

July 1 – September 30, 2024

Buy two months, get one FREE!

See reverse for details.



What to expect:

- 25% greater ROI than standard OTT
- Avg cost per view - .035 cents
- Avg video completion rate - 97.4%

2 Month Case Study:

- Website shoppers increased 62%
- Overall VDP views up 30% over 2 months
- Overall sales increase 7%



 purecars.com/jlr

 jaguar@purecars.com

 877.860.7873



PureCars' Feature: amazonadvertising



Make Amazon the star performer of your CTV strategy

Reach your ideal audience with Amazon's shopper insights, demographic data and automotive audiences. Then, combine those with the Amazon-PureCars premier partnership to really give you an edge over your competition.



Target viewers where they're watching

With amazon's streaming tv ads, you can reach and connect to unique audiences across premium streaming tv content, including freevee, twitch, live sports on prime video, top tv network and broadcast apps, and the news app on fire tv.

30% Lower CPM and **25%** Lower CPV vs. other OTT platforms

24% More Search Impression & Clicks and **20%** Less Search CPC during the campaign

Results achieved with Amazon Advertising by PureCars dealers.

Program Details:

Dealer must enroll in Amazon OTT advertising for July, August and September. Dealer pays July and August Amazon OTT budget and PureCars will match the spend of the first two months for month three (September). Offer applies to advertising for Defender and Range Rover Sport only.

Example: Dealer spends \$5,000 per month for both July and August; PureCars will match with \$5,000 for September.

Dealers must enroll with a minimum Amazon OTT ad spend of \$2,500. No maximum.
Available to JLR dealers only. PureCars OTT fee of \$200/mo applies.

MEDIA PARTNERS



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