

RANGE ROVER

DEFENDER

DISCOVERY

Connect with In-Market Buyers: Amazon OTT & Performance Max

Make the most of your budget with targeted ad packages designed to reach local, in-market shoppers effectively.



amazon advertising

- **Best-in-class Audience and Geo Targeting**
 - Amazon Garage Data (*Make and Model a household owns*)
 - In-Market Shoppers, down to the Model Level
 - Conquest Audiences
 - Zip Level Geo targeting
- **Premium Platforms and Content**
 - Platforms such as Prime Video, Max, Fox Sports, NFL Network, Paramount Plus, Fox News, CNN and many others
- **:30 Second non-skippable Streaming TV commercials on the biggest screen in the room**

Google Ads

- **Performance Max finds your audience where they are browsing**
 - AI serves the ad where consumers are most likely to convert (*Search, Gmail, YouTube, Display, Carousel, Discover*)
 - Set your campaign goals to prioritize the conversions you care about most
- **Layer 1st Party Data to enhance Audience Signals**
 - Upload CRM lists, OEM manifests, DMS customers and more to inform your ideal audience

Packages	Monthly Budget	Media Fee
Good (Amazon OTT & Performance Max)	\$1,600 OTT - \$1,000 PMax - \$600	20% of Spend
Better (Amazon Prime Video, OTT & Performance Max)	\$2,600 OTT - \$1,500 PMax - \$1,100	20% of Spend
Best (Amazon Prime Video, OTT & Performance Max)	\$3,600 OTT - \$2,000 PMax - \$1,600	20% of Spend

Nameplates
Range Rover
Range Rover Sport
Range Rover PHEV
Range Rover Sport PHEV
Defender



Enroll Now!

Let PureCars help you wrap up the year with highly-targeted advertising placements on the most popular ad channels, and meet customers where they are.

[Click Here Get Started](#)



purecars.com/jlr

jaguar@purecars.com

[877.860.7873](tel:877.860.7873)





SUCCESS STORY

OTT Success: PureCars Delivers Outstanding Results for VW Dealership



The Situation

A tech-savvy VW dealership in the Denver area aimed to go beyond traditional marketing and extend their digital reach using Over-the-Top (OTT) media. To navigate this new marketing landscape, they sought a trusted partner for strategic guidance on optimizing their advertising investments.

The Solution

The VW dealership enlisted their digital advertising partner, PureCars, to maintain cohesive and consistent messaging across all digital channels. As a leading Amazon partner, PureCars was ideally suited for the task. Within just 60 days of launching the campaigns, the dealership experienced substantial growth in website sessions, website users, VDP views, time on page, and overall conversions.

Don't just take our word for it—check out the data yourself!

OTT (Over-the-Top) media: The delivery of TV content via the internet, without requiring users to subscribe to a traditional cable or satellite pay-TV service. OTT media services are accessed through streaming devices, smart TVs, computers, tablets, and smartphones, providing viewers with content directly over the internet. Examples of OTT services include Netflix, Hulu, Amazon Prime Video, and Disney+.

The Results

84%

Increase In Sessions

92%

Increase In Website Users

137%

Increase In VDP Views

8%

Increase In Average Time On Page

28%

Increase In Conversions

(60 Day Data Compared To Previous 60 Days)



purecars.com/demo

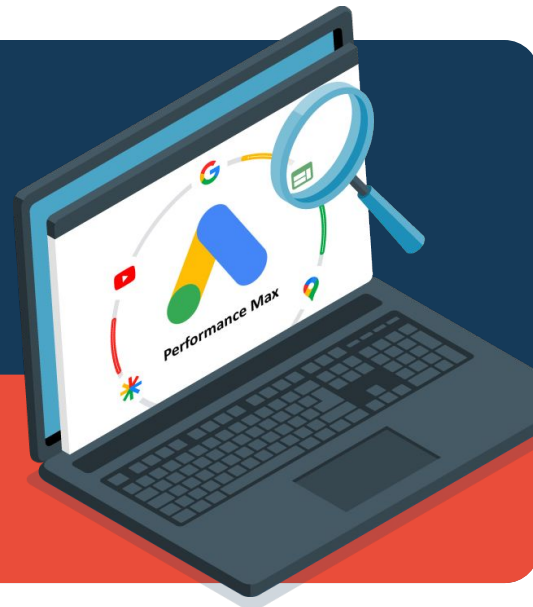
hello@purecars.com

877.860.7873



SUCCESS STORY

Auto Group Outperforms Competition with Performance Max



The Situation

An auto group operating nine stores (GMC, Chevy, Honda, VW, and Cadillac) in Colorado and Florida, aimed to stay ahead of competitors by targeting shoppers at every stage of the buying journey. Despite running successful Paid Search campaigns, they needed an additional strategy to reach the right audiences at the right time.

The Solution

The group, already partnering with PureCars for digital advertising, implemented Performance Max campaigns to enhance their marketing efforts. This addition allowed for granular targeting based on audience behavior and signals, enabled running the same messaging across all channels (Search, Display, Demand Generation, Maps, Gmail, YouTube, and Vehicle Ads), and complemented their existing separate Paid Search efforts.

The Results

(90 Day Aggregate Data Across Nine Stores)

\$0.60
Cost Per Click

\$0.24
Cost Per Conversion

85%
Conversion Rate



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hello@purecars.com

877.860.7873

