

# Measure the Impact of Your Advertising on Actual Vehicle Purchases

## Case Study: Amazon Marketing Cloud (AMC) and Experian Vehicle Purchase Insights

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**Automotive advertisers can select which vehicle brands to include in their subscription, and easily subscribe to the Experian Vehicle Purchases Paid Feature (beta).**

### Automotive Advertiser Case Study

#### The Business Challenge

An automotive advertiser wanted to better understand the impact of advertising frequency on vehicle purchase activity.

#### The Solution

The automotive advertiser initiated an Amazon Prime streaming advertising campaign to reach Thursday Night Football (TNF) audience viewers.

They reached these viewers by leveraging in-game media to raise awareness with new and TNF engaged audience viewers. In addition, the advertiser used remarketing techniques and other Amazon ads to re-engage the previously exposed TNF viewers.

#### The Results

Following the execution of the campaign, the automotive advertiser wanted to measure the campaign results based on the exposed audience's vehicle purchases.

The advertiser found that audiences that were exposed to their ads a higher number of times had a higher propensity to purchase a vehicle.

With Experian's Vehicle Purchase Insights data within AMC, the auto advertiser was able to attribute vehicle sales to the exposed TNF audience.

- Customers exposed 2-3 times were **1.3X** more likely to purchase a vehicle than viewers who were exposed to the advertising once
- Customers exposed 4 times were **1.6X** more likely to purchase a vehicle than viewers who were exposed to the advertising once

*Source: Case Study results were based on an Amazon Prime streaming advertising campaign an automotive advertiser conducted for TNF audiences from October-December 2022. Measurement results were based vehicle purchases with a 2-month attribution window ending in February 2023, leveraging the AMC paid feature (beta) of Experian Vehicle Purchase Insights data.*

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### Going Forward

#### Expanding marketing insights and business intelligence

The Experian Vehicle Purchase Insights paid feature (beta) of Amazon Marketing Cloud (AMC) allows automotive advertisers to measure the impact of their advertising on vehicle purchases, better understand path to purchase, and learn about how they can reach new audiences.

Currently offered as a monthly subscription, the feature provides advertisers the flexibility to tailor their use cases based on business needs. Here are just a few of the ways advertisers can utilize this new feature:

- **Ad-attributed purchases:** Advertisers can use AMC to measure the total vehicle sales attributed to their ads, better understand how different campaigns or media formats contribute to sales, and optimize their media tactics accordingly
- **Path to purchase:** Advertisers can analyze what sequence of ad engagement is most efficient in driving vehicle purchases and calibrate their marketing strategy to better meet their business goals
- **Audience insights:** Advertisers can gain a better understanding of the audience segments that purchase their vehicles versus similar brands, see how those audiences may vary by vehicle type and model, and uncover new audience segments to reach in future

### Getting Started

#### Measure the impact of your Amazon advertising against actual vehicle sales

To find out more about measuring the impact of your Amazon advertising against actual vehicle sales, contact your Amazon Ads account executive for pricing inquiry and details on how to get started.

