

STREAMING TV ADVERTISING

We target the car-buyers, not the networks.

90 Day Campaign Tactics: Target Dealership Primary Market Area or TV DMA for In-Market Customers

1. In-market viewers shopping on Amazon Vehicles for Kia vehicles and competitive non-luxury by make and segment (new & used)
2. In-market viewers who have loaded their vehicles in Amazon Garage (recommended: Kia & conquest makes, aged 3 to 12 years old)
3. Pixel placement throughout dealership website to retarget all visitors with Amazon Advertising channels
4. Pixelated website traffic will be used to find look-alikes that have not visited dealership's website
5. Credit Bureau data to target in-market viewer appended as necessary with local behavior data

Package Options:	Monthly Impression Total	Management Fee	Monthly Budget
PRIME PACKAGE	90,216 - 128,879	23%	\$3,500 - \$5K
ECHO PACKAGE	128,880 - 317,402	18%	\$5,001 - \$9K
FIRE PACKAGE	317,403 +	13%	\$9,001 +

**ONE 30 SEC COMMERCIAL
INCLUDED!**



888.910.3299

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