

KIA Dealership

Midwest - Ohio

GOAL

Expand market reach and attract potential customers who are already in the consideration phase. Increase the visibility of the dealership's brand and vehicles.

SOLUTION

Utilize Amazon's advertising platform which allows for highly targeted advertising based on users' purchase history, browsing behavior, and demographics

STRATEGY

- December 1 - December 31, 2023
- \$5,000 per Month

RESULTS

- 22 leads
- 10 Sales matchbacks
- \$227.83 Cost Per Lead (CPL)
- \$501.23 Cost Per Sale (CPS)
- 278,162 Total Impressions
- 336 Total Clicks
- 718 Total Page Visits



**Amazon
Results:**

**22
LEADS**

**10
SALES
MATCHES**

**278k
TOTAL
IMPRESSIONS**