



THE STREAMING MEDIA POKER HAND

Running Connected TV (CTV) ads on platforms like **Amazon, The Trade Desk, and Peacock** can significantly enhance the effectiveness of your campaigns. Each of these platforms **provide distinct advantages that make them highly valuable for advertisers**, especially in industries like automotive, retail, and consumer goods.

Driving Results: Overcoming Automotive Industry Challenges Through **Streaming Media Advertising**

Automotive dealers face several challenges that streaming media advertising can help address.

These include managing **increasing days supply on specific models**, **standing out in a highly competitive market**, and the need for fast, agile advertising. **Streaming media** allows for real-time adjustments and targeted campaigns, enabling dealers to reach the right audience quickly. Additionally, it **provides valuable data to measure campaign effectiveness**, helping dealers understand what drives sales and customer engagement.

Challenges	Solutions	amazon	theTradeDesk	peacock
 Increasing Days Supply on Specific Models	Model-Specific Strategies	✓	✓	✓
 Increased Competition in the Market	Full-Funnel Approach	✓	✓	✓
 Advertising Speed to Market	Automated Personalized Experience	✓	✓	✓
 Measuring What “Works”	KPIs That Match Business Outcomes	✓	✓	✓

The Complexities and Opportunities of Streaming Media for **Automotive Dealers**

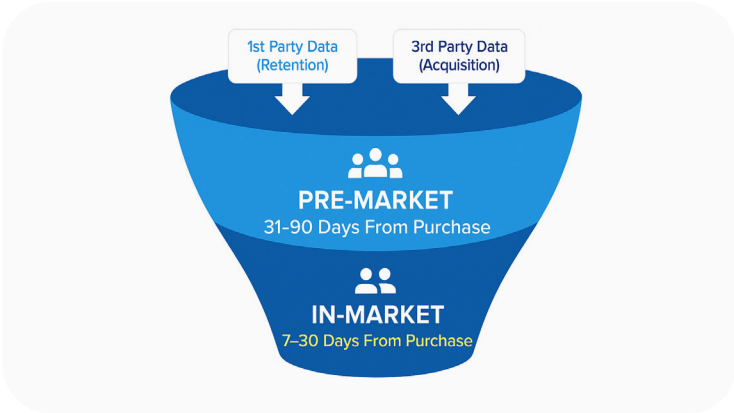
The streaming media landscape is made up of a variety of vendors, platforms, apps, inventory, devices, and audiences, creating a complex ecosystem. While these complexities present new challenges for automotive dealers, they also offer fresh, cost-effective opportunities to capture consumer attention. Developing a tailored advertising strategy and measuring performance in this dynamic environment requires advanced partnerships, seamless integrations, audience segmentation, personalized experiences, premium inventory, and accurate attribution. Choosing the right approach is crucial to a dealer’s success in this fast-evolving space.

Precision **Targeting**: Reaching the Right Buyers with CTV.

Targeted Audience Reach: CTV offers precise audience targeting far beyond traditional TV’s broad demographics. Automotive dealerships can use data such as 1st party, In-Market, Garage, Behavioral, and Purchase history to deliver highly relevant, personalized ads.

1st Party Data

- **Precision Targeting:** First-party data enables more accurate audience segmentation, leading to highly personalized and effective streaming media campaigns.
- **Higher Marketing Efficiency:** Leveraging owned data improves campaign performance, maximizing return on investment by minimizing wasted impressions.
- **Privacy-First Strategy:** Using consent-based, first-party data supports compliance with evolving privacy regulations while maintaining consumer trust.



Geo-Targeting

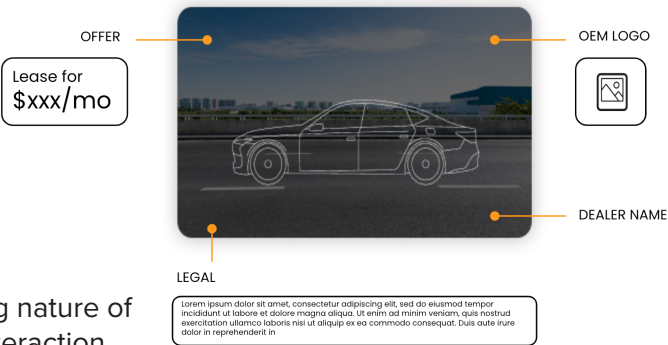
- **Local Audience Relevance:** Geo-targeting ensures ads reach viewers in specific regions, aligning promotions with local dealership inventory and events.
- **Higher Conversion Potential:** Delivering location-specific messaging increases the likelihood of driving foot traffic and leads from nearby, ready-to-buy customers.
- **Efficient Ad Spend:** By focusing on geographic areas with the highest sales potential, dealerships can reduce waste and optimize budget allocation.

Behavioral Targeting

- **Intent-Driven Engagement:** Behavioral targeting leverages user actions—such as recent vehicle searches or browsing history—to serve ads to consumers actively considering a purchase.
- **Personalized Messaging:** Tailoring content based on behaviors like brand interest or previous interactions increases ad relevance and boosts viewer response rates.
- **Smarter Sales Funnel Integration:** Aligning ads with where consumers are in their buying journey helps move prospects efficiently from awareness to conversion.

Audiences	amazon	theTradeDesk	peacock
1st Party Data Integration	✓	✓	✓
Pre-Market	✓	✓	✓
In-Market	✓	✓	✓
Garage	✓	✓	
Vins	✓	✓	
Behavioral	✓	✓	
Intent	✓	✓	
Purchase History	✓	✓	

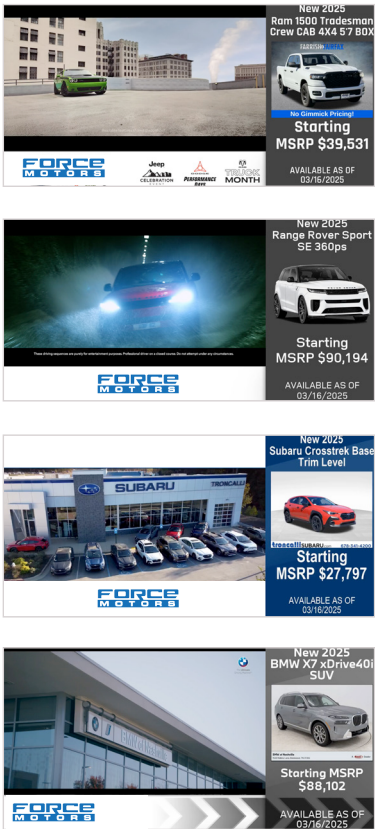
Boost Engagement: Interactive & Impactful CTV Advertising.



Greater Engagement: Streaming CTV combines the engaging nature of digital content with advanced targeting and real-time user interaction.

Viewers are more likely to engage with CTV content on streaming platforms, especially when ads are relevant to their interests. With CTV, automotive dealers can drive deeper engagement with potential buyers through compelling creative, interactive features (e.g., “click to learn more” buttons), and direct calls to action (CTAs).

- **Interactive Features:** Enable viewers to click for offers or scan QR codes to book test drives.
- **Personalized Messaging:** Serve tailored inventory and offers ads based on browsing behavior, such as interest in SUVs or EVs.
- **High Engagement:** Deliver full-screen ads during on-demand and live content to promote dealership limited time offers.



Personalized Video	amazon	theTradeDesk	peacock
Dynamic Inventory	✓	✓	✓
Custom Offers	✓	✓	✓
Service Offers	✓	✓	✓
Regional & Local	✓	✓	✓
OEM Compliant	✓	✓	✓
State Compliant	✓	✓	✓

Track Success: Key Metrics for **CTV** Advertising Performance.

Measurable Performance Unlike traditional TV, CTV is a digital advertising medium that allows for granular measurement of ad performance. Local automotive dealers can track KPIs such as:

KPIs	amazon	theTradeDesk	peacock
Impressions	✓	✓	✓
View Through Rates	✓	✓	✓
Website Visits	✓	✓	✓
VDP Views	✓	✓	✓
Leads	✓	✓	
Store Foot Traffic		✓	
Sales & Market Share	✓	✓	

Ford Dealer 30-Day Results:



174 Ad Exposed Sales



\$85 Cost Per Influenced Sale



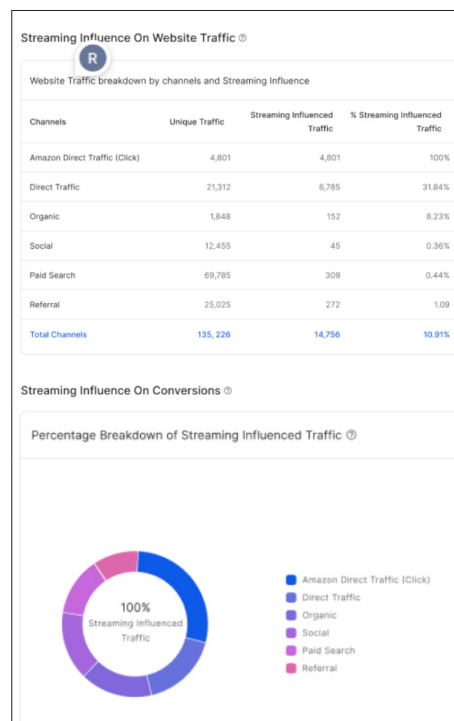
45% Total Sales % Influenced

New Advanced Attribution Tracking now available across **all major platforms**.

Dealers can now track how CTV impressions drive real consumer actions—like visits to their website—offering visibility into what happens after an ad is viewed. This goes beyond last-click attribution, revealing which leads and behaviors were influenced by the ad and providing a clearer view of the full customer journey.

Direct & Influenced KPIs

- Website Visits
- SRPs
- VDPs
- Leads
- Custom GA4 Events
- Sales Transactions
- Service Transactions



In Conclusion, **The Poker Hand**

When you combine these three platforms, **it's like having a winning hand in poker**—each element enhances the others, giving you a strategic advantage. By leveraging their unique strengths, automotive dealers can **craft data-driven, cost-effective CTV campaigns** that maximize brand awareness, drive engagement, and convert viewers into customers. The key to success? **Knowing when to play your cards and how to leverage these platforms for a future-proof advertising strategy.**

STREAMLINED SOLUTIONS FOR YOUR DEALERSHIP'S BIGGEST CHALLENGES.



Audience IQ is a CDP that empowers automotive brands to unify and activate customer data for personalized, cross-channel marketing.



Conquest Connect is a powerful solution that builds custom audiences, helping dealers target and acquire new customers to drive market share and growth.



A comprehensive fixed ops marketing solution delivering personalized mail, email, and digital campaigns to boost customer engagement and service loyalty.

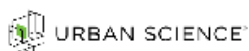


Drive delivers powerful, data-driven streaming campaigns that generate demand, increase visibility, and engage the right customers.



Recapture is a personalized remarketing solution that re-engages potential customers with targeted digital ads, email, and direct mail, turning visitors into loyal buyers.

OUR STREAMING AND DATA INTEGRATION PARTNERS:



PLUS MANY MORE.

ARE YOU READY TO TAKE YOUR MARKETING TO THE **NEXT LEVEL?**

At Force Marketing, **we're committed to helping our clients drive success** through innovative strategies and tailored solutions. To learn more about how you can leverage the insights and services discussed in this report, we invite you to **schedule a consultation with our team.**

Whether you want to advance your streaming media strategy, boost customer acquisition with Conquest Connect, or improve marketing efficiency, our experts are here to help.

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