



Dealer.com
by Cox Automotive

+



FLUENCY

amazon ads

Sponsored Display Performance at Scale

How Dealer.com Saved 550 hours
and improved CPM by 65% with Fluency.



Situation

Dealer.com, a Cox Automotive brand and the leading digital advertising agency in the automotive sector, aimed to broaden its digital advertising reach by integrating Amazon Sponsored Display into their multichannel strategy. This move was designed to enhance brand exposure and boost sales for their network of Ford and Subaru dealerships by targeting new, in-market audiences across Amazon's extensive platform.

Challenge

Dealer.com faced the challenge of efficiently integrating Amazon Sponsored Display into their existing multichannel strategy. The task was to launch and manage over 1,100 localized campaigns across Ford and Subaru dealerships without increasing manual workload. It was crucial that this integration not only automated processes to maintain cost-effectiveness and high engagement but also freed up their strategists to focus on strategic growth and client relations.

Solution

Dealer.com utilized Fluency's Digital Advertising Operating System to integrate Amazon Sponsored Display into their existing multichannel portfolio seamlessly. This partnership enabled the efficient automation of over 1,100 locally targeted Sponsored Display campaigns, streamlining management and optimizing performance in real-time.

This integration significantly enhanced Dealer.com's advertising efficiency, leveraging automation to achieve targeted reach and engagement without expanding their manual workload.

Results

Operational Efficiency

Automation drastically reduced campaign setup times from weeks to minutes, saving Dealer.com over 550 hours in campaign creation. This significant time savings allowed their teams to focus on strategic planning and client engagement, thereby enhancing overall productivity.

Enhanced Engagement

With Amazon, the click-through rate (CTR) was 37% higher than other display channels, indicating superior user engagement.

Cost Efficiency

Automated Amazon Sponsored Display campaigns saw a 65% decrease in cost-per-thousand impressions (CPM) compared to the Google Display Network, and a 70% reduction compared to other display platforms. Moreover, Amazon's cost-per-click (CPC) was 76% lower than that of other platforms, translating into substantial cost savings and more efficient use of advertising budgets.

Strategic Insights

Automation equipped Dealer.com with real-time data analysis, providing actionable insights that informed optimizations and campaign adjustments.

KEY RESULTS

550

Hours saved on
campaign creation

37%

Higher CTR
with Amazon

65%

Decrease in CPM
with Amazon

76%

Lower CPC
with Amazon

Partner Perspective

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It's important to work with a partner who not only has expertise in Amazon Ads products and services but also understands your specific needs and can contribute to your growth and client needs. By carefully selecting a partner that meets these criteria, you can leverage their expertise to optimize your Amazon Ads campaigns and achieve better results. A well-selected partner can be a valuable asset in navigating Amazon's advertising ecosystem and driving success for you and your clients.”



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BEN GILBERT
SENIOR DIRECTOR OF ADVERTISING INNOVATION
DEALER.COM



Fluency is the leading provider of digital advertising automation and management solutions for organizations that run large digital media portfolios. The only solution that combines purpose-built Robotic Process Automation for Advertising with AI, Fluency eliminates repetitive and time-consuming tasks and enables precision execution. The result drives groundbreaking scalability, time savings, operational efficiency, and profitability.

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