

Activate your data with Fullpath's Amazon & OTT ads for car dealers.

Combine the power of Fullpath's CDP and Amazon's shopper insights to drive in-market car shoppers to your dealership with hyper-targeted streaming TV, display, and video ads across Prime Video, Fire TV, Amazon surfaces, and third-party exchanges.



Benefits of CDP-integrated Amazon Ads:

In-Depth Reporting

Leverage the Fullpath dashboard to track campaign performance, lead generation, and attributed sales with highly granular reports designed to help you understand your ROI.

Brand Recognition and Engagement

Reach shoppers at every stage of the shopper funnel with highly relevant, clickable content designed to build up your brand, drive website traffic, and increase local dealership visits.

Scaled Efficiency

Automatically engage with car shoppers across the Amazon ecosystem and beyond with data-driven content to expand your reach.

Turn-Key Execution

Eliminate the heavy lifting of launching an additional advertising channel by automating highly-targeted Amazon ads powered by your first-party data through the Fullpath platform.

Automate multiple campaigns to meet your advertising goals:

- In-market make or model shoppers
- Conquest and acquisition
- Trade-in and lease-end outreach
- Fixed ops and service retention
- Retargeting

Dealership Data + Amazon Insights =

EXTREME AD PRECISION

Fullpath's Amazon Ads allows for dealers to activate their first-party data together with Amazon's deep shopper insights to execute highly-targeted ads across the Amazon ecosystem.

Launch data-driven ads across the Amazon ecosystem.

Streaming OTT Ads

Engage potential dealership shoppers with non-skippable, full-screen spots for your dealership before, during, and after on-demand shows on Prime Video, Fire TV, Paramount, NBC Universal, and other top streaming platforms to build awareness and drive local visits.

Programmatic Display & Video Ads

Reach shoppers across Amazon's platforms and 29 third-party exchanges with clickable display and video creatives to reach new and existing car shoppers wherever they spend their time online.



Derek DeBoer, Owner at TC Chevy

"Fullpath's enhanced CDP has proven to be the marketing partner we need. It's about more than just marketing - it's about engaging your customers with what matters most."