

AS SEEN IN
AUTOMOTIVE
NEWS

DIGITAL AIR STRIKE'S AMAZON OTT ADS HELP LIBERTY AUTOMOTIVE GROUP SHOWCASE INVENTORY IN REAL-TIME TO CAR BUYERS STREAMING LIVE SPORTS & TOP SHOWS



DIGITAL AIR STRIKE'S OTT ADS WITH AMAZON DATA ARE REALLY IMPACTFUL!

DAS has done a great job building a product that in the OTT ecosystem will have continued value. The DAS ad has scrolling inventory of whatever type of model you're advertising. It gives dealers a lot of opportunity to present an ad in a less competitive environment with an element that's always being refreshed. Another compelling thing is how well Amazon is cooking up this data for targeting and placement of our ads.

LIBERTY AUTOMOTIVE GROUP

RESULTS:

2.31 unique views per day

97% ad completion rate

56,000 + video views completed in just
one month

Goal:

Liberty Automotive Group in Peoria, Arizona wanted to reach highly targeted customers, ensure ads are fully watched and receive more conversion data through OTT (Over-The-Top) ads on streaming services. Liberty has a Buick and a GMC dealership.

Solution:

- ✓ OTT digital ads allow Liberty Auto to see more conversion data since the ads are highly targeted using Amazon's first-party data, including shopping and purchasing behavior. These detailed metrics per zip code don't exist through cable TV, so OTT is a more targeted ad buy.
- ✓ The dealer loves that Digital Air Strike creates the OTT ad, providing a one-stop shop that includes production, professional talent, post-production work and all the required rights.
- ✓ Through dynamic inventory integration, Digital Air Strike's Inventory Solution also integrates Liberty Auto's vehicles into the OTT ads in real-time to showcase current inventory and pricing.