

# STREAMING TV ADVERTISING

Today's consumers are moving to TV delivered via the internet. It's called streaming television, meaning there's no need for a cable or satellite set top box.

## FILL THE FUNNEL

- Use a strong brand message to target in-market consumers and entice potential customers by mixing offers with your brand promise
- Addressable audiences with relevant offers
- Hyper-targeted campaigns with high frequency effectively deliver your dealership's message
- "Fill your funnel" faster by driving more consumers into your sales funnel, resulting in greater success in the days and weeks to come

## CONNECT TO DIGITAL MARKETING

- Unlike broadcast or cable TV, DEP links the video campaigns to the digital campaigns
- We use Amazon's first party data to identify viewers who are giving off in-market behavior signals
- Virtually circle the target consumer with your message for better ad engagement and higher levels of performance across all channels
- A true marketing ecosystem that is more capable of proactively bringing consumers through the sales funnel and into your showroom

## REPORTING & OPTIMIZATION

- Streaming TV Advertising is a format that's optimizable and provides reporting at a granular level, unlike traditional broadcast and cable
- Transparent reporting shows performance metrics from each campaign
- Impression performance, site traffic lift, and other metrics provide more data insights than traditional television

amazon advertising

- DEP is an official Tier 3 Partner of Amazon Advertising
- 87% of people buying a vehicle in the next 6 months are on Amazon
- 215 million monthly users provide insights to target audiences based on daily data

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[dealereprocess.com/streaming-advertising](https://dealereprocess.com/streaming-advertising)

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## Frequently Asked Questions

### I need help getting the tv commercial together can DEP assist?

Yes, we have DEP SpotViewer.com where we can give you some starter ideas and develop them into a campaign for your store.

### How long should my tv commercial be?

It can be 15 or 30 second commercial but DEP recommends a thirty second commercial since the advertising breaks are 90 seconds long and a 15 or 30 second commercial costs the same.

### How long does it take to get started?

We invest the time necessary to understand your goals, once that is accomplished, we provide you with recommendations for targeting and for the creative. Upon script approval and Streaming TV schedule approval both a television commercial and the schedule can begin within 36 hours .

### Where does the commercial play?

DEP places commercials only in full episodic content. Think of your favorite sitcom, movie, news, sports, weather programs and channels, chances are they are being watched through Streaming TV by consumers who aren't using cable or satellite today.

### What should I spend?

Spend is dependent on how aggressive you want to get (i.e. how many campaigns you want to run, how many users you want to reach, how frequently you want to reach consumers, etc.). However, if you have a specific budget, we work with that to find the optimal balance for spend and targeting.

### Does this run on all apps?

We run on all OTT connected apps that offer video ad inventory.