












Sam's Club Auto Buying Program Powered by TrueCar

Program Overview

-  **Partner Name:** Sam's Club
-  **Partner Since:** 2015
-  **Why Partner:** Sam's Club is a paid membership warehouse club with ~600 physical club locations and 38M MUVs engaging with their growing online presence.
-  **Top 5 DMAs:**
 1. Los Angeles, CA
 2. Dallas Ft. Worth, TX
 3. Tampa-St. Petersburg, FL
 4. Houston, TX
 5. Chicago, IL
-  **Top 5 States by Units:** Texas, Florida, California, Georgia, Illinois
-  **Top 5 Makes:** Toyota, Honda, Hyundai, Chevrolet, Ford
-  **Benefits:** Ongoing \$110 e-Gift Card post-sale benefit with increased promotional pulses throughout the year

Member Overview

-  **Membership Size:** 69M members in 34M households throughout the US. 6M have active online accounts.
-  **Car Buying Frequency:** Once per 5-6.5 yrs (gen.population)
-  **Member Details:** Savings oriented consumer who expects something special as a result of their Sam's Club membership benefits, e.g. savings, first mover opportunities, etc.
-  **Membership Eligibility:** Consumers can select from two membership plans to purchase, available for renewal annually:
 - Savings Member – \$50 / year
 - Plus Member – \$110 / year

Marketing

Marketing tactics and channels include:

- Site Placements
- Emails
- Print
- In-Club Display
- Google Search/Display
- Facebook (Meta)/Instagram

