

J.D. POWER UNITYWORKS

Best Practice Series: Dealer Video



Video advertising is an effective way of generating and converting sales leads. Increase your dealership's sales by incorporating video into your advertising strategy. Video ads can do something that other forms of advertising simply cannot. You can start building a relationship with your shoppers while informing them about your vehicles – all in a short span of time.



95% of vehicle buyers use digital media as a source of information¹



84% of people say they've been convinced by video to buy a product or service²



80% of video marketers say video has directly helped increase sales²

6 BEST PRACTICES FOR A SUCCESSFUL VIDEO AD

- Convey a clear, focused message
- Present persistent dealer branding and custom offers
- Provide a clear call to action
- Make it mobile-friendly
- Ensure your videos make sense without sound
- Customize your video by media platform and device



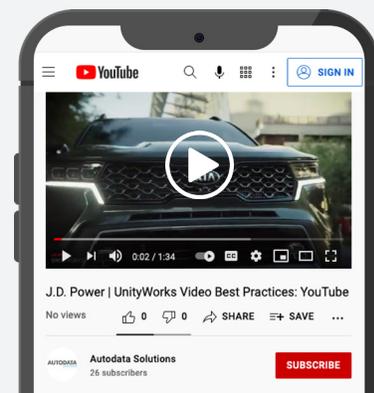
[WATCH VIDEO OVERVIEW](#)

PROVEN PLATFORMS FOR VIDEO ADS



The leading video source among new auto purchasers, your advertising can reach 92% of in-market shoppers on YouTube. With YouTube TrueView ads, you pay only when the entire video is watched or the ad is clicked. All other impressions are free.

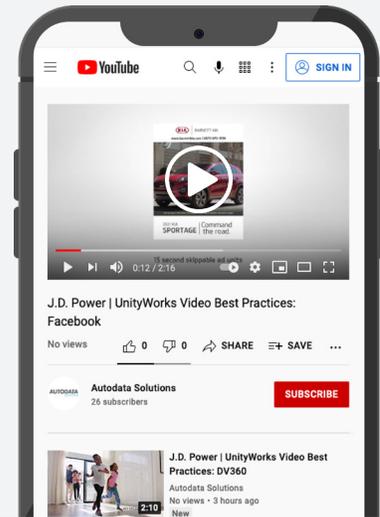
We recommend: Targeting keywords or phrases that identify your ideal customer. Target audiences by demographics and by topics of interest, including those who show strong purchase intent.



facebook | Instagram

With 239 million monthly active U.S. users, Facebook video campaigns are among the most efficient and cost effective. Instagram provides a complementary media platform that attracts a younger audience who look for highly visual content and experiences.

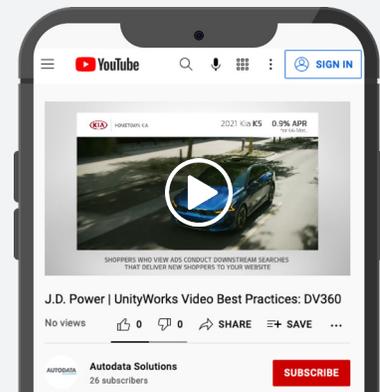
We recommend: Because 85% of users view video without the audio, your ad units should be optimally sized and include large, readable text overlays. A clickable “learn more” button in your ad brings shoppers to your website. Add an evergreen Instagram campaign to your video strategy that is focused on immersive video on the small screen. Users want relevant, short and fast-paced ads that showcase the product in action, of interest, including those who show strong purchase intent.



Google

Google’s DV360 allows you to place 30-second skippable pre-roll ads within a radius of your dealership on thousands of well-known websites and mobile gaming apps.

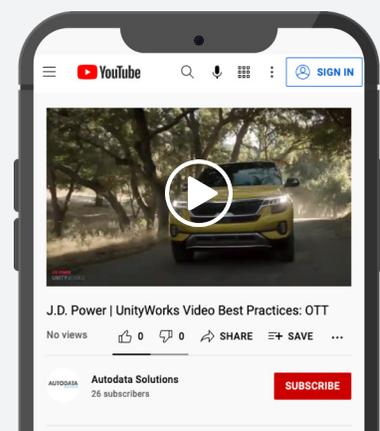
We recommend: Target in-market shoppers with specific inventory that you particularly want to move. While this platform has consistently outperformed all others when it comes to dealer website click-throughs, the biggest advantage is highly engaged shoppers who will take immediate action when interest is piqued.



OTT/CONNECTED TV

A decline in cable TV usage means you can no longer reach the bulk of your buyers with traditional TV ads. OTT (over-the-top) includes any internet-connected TV or device (Roku, Apple TV) that enables users to access content through an app.

We recommend: Experiment with this newer platform that has the potential to expand your reach at a highly efficient cost. Through audience targeting, OTT ads can stretch your marketing budget further and dramatically reduce spend waste. OTT platforms make it very likely that your ads are only shown to people who are likely to be interested in your brand.



SOURCES

- ¹Google
- ²WyzOwl