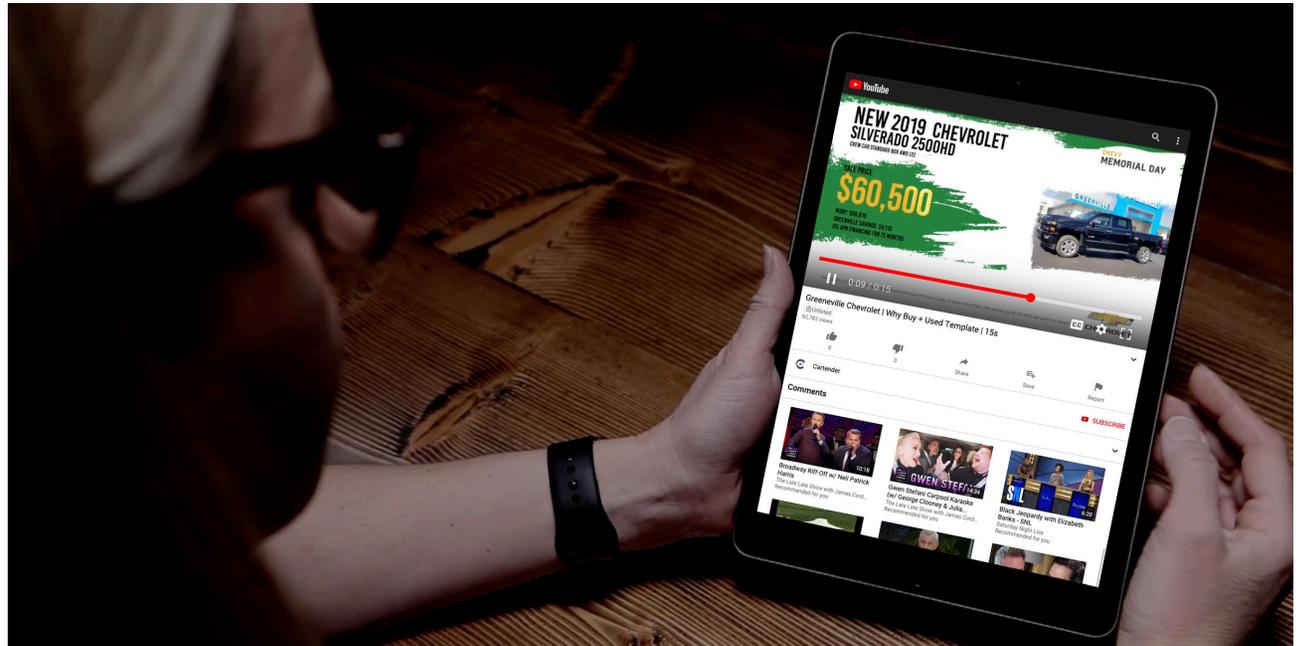


Video Advertising

Bring your inventory to life on Facebook and YouTube with Dealer.com's dynamic Video Advertising Solutions.

With nearly four million automotive video views each day on YouTube alone, consumption of video is growing rapidly among automotive shoppers. But resource gaps have kept some dealers from advertising on lucrative video advertising channels like YouTube and Facebook. Until now.



VIDEO CONSUMPTION IS GROWING

20%

of car shoppers have 'cut the cord'.

1.9B

YouTube reaches monthly users more people in the US on mobile alone than any other network.

#2

Video is the format for learning more about vehicles in a shopper's consideration set.

30%

of mobile searches go to YouTube

VIDEO CONSUMPTION INSPIRES ACTION

2:1

Test-drive videos outnumber in-store test drives

4M

automotive videos are watched on YouTube every day.

97%

YouTube viewers exhibit buying signals after watching test drives.

To learn more about Dealer.com's Video Advertising solutions, please contact an Advertising Sales Consultant at 888.718.9331

Dealer.com’s all-new video advertising solution makes it easy to create and deploy high quality video content that connects your cars with your customers browsing Facebook and YouTube.

KEY FEATURES AND BENEFITS

No Dealership Resources? No problem!

Reach, engage, and convert in-market shoppers on the advertising channels where they are engaging the most, and enjoy barrier-free access to high-quality video assets and advertising services.

Agency-Grade Production

Our videographers are highly skilled in production and delivery, and archive all video content for further reference and easy editing.

Customized to Meet Your Needs

We offer a variety of video lengths to address all of your marketing needs, from 0:06 to 0:15 to 0:30 second spots.

MULTIPLE PACKAGE OPTIONS TO MATCH YOUR STRATEGY

Dynamic Video Creation and Flighting

If you're just looking to promote incentives and inventory, our dynamic Video Advertising creation and flighting solution does just that. Dealers can choose 6 OEM-specific offers and up to 7 variations, for 42 possible video combination offers per month.

Each video includes a monthly incentive that you select, your dealership name, compliant vehicle imagery, and three unique dealer statements.

Custom Video Advertising Packages

Looking for more curated, custom video content? Partner with our expert videographers to deliver custom videos and video ads aligned to your specific strategy. Video content, produced in collaboration with your staff, features unique offers, incentives, inventory or events, and will help take your unique dealership brand to the next level.

	MONTHLY CAMPAIGNS	# OF VIDEOS	VIDEO LENGTHS	RETAIL PRICE
Video		Based on Your Strategy*	15 sec	\$1,099/mo.
Advanced Custom Video	2	6 [†]	30 sec, 15 sec, 06 sec	\$1,399/mo.
Premium Custom Video	3	9 [†]	30 sec, 15 sec, 06 sec	\$1,799/mo.
On-Location Dealership Video Shoot				\$4,000

Due to program pricing, final cost may vary slightly by Franchise.
Please contact your Dealer.com Representative for OEM Program Pricing.

^{*}Up to 42 videos or revisions per month
[†]1 revision per campaign each month