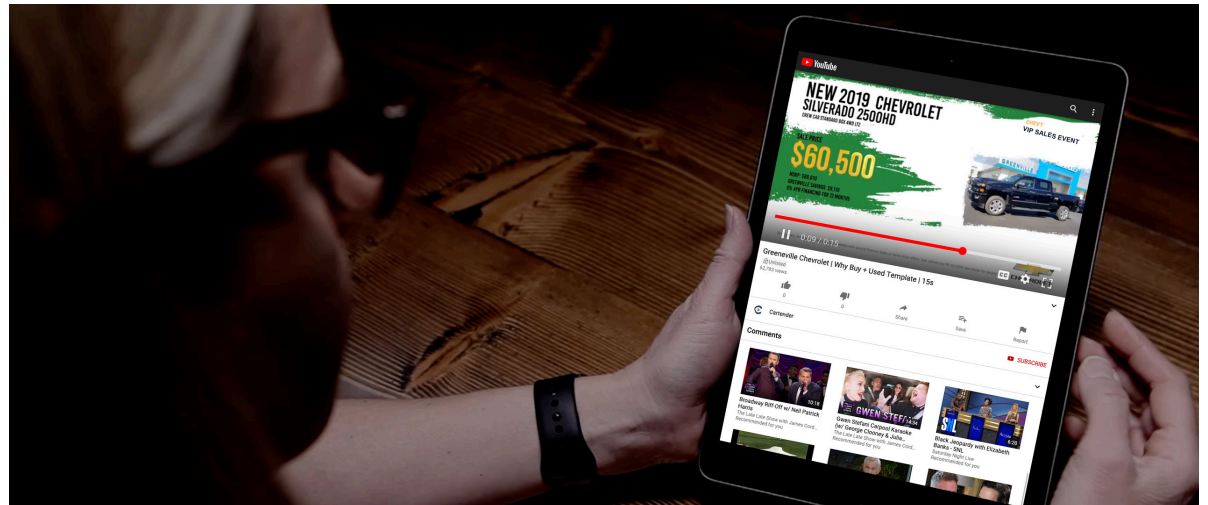




# MANAGED *Video Advertising*

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.

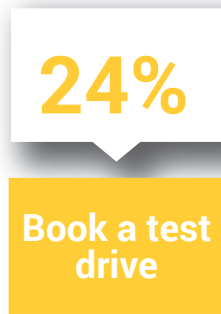


Video consumption is growing

**72%** Surpassing TV subscriptions for the first time; up from 65% in 2019

**94%** of all car buyers surveyed watch videos on YouTube

# Top 3 actions taken after auto shopper watched video on YouTube



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.

## Dynamic Video Creation and Flighting

If you're 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.

	MONTHLY CAMPAIGN	VIDEO LENGTHS	RETAIL PRICE
Video	Based on your Strategy*	15 sec	\$999/mo

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