

UNLEASH THE POWER of Video Advertising

Influence in-market audiences with high-quality video content promoting your inventory, and stay ahead of consumer research trends.

VIDEO IS RESHAPING THE CAR BUYING JOURNEY

Cordcutting caused the cable industry to lose **1.6 MILLION** customers in 2018 and **4.9 MILLION** in 2019.

Of those still watching television, **73%** are also using their smartphones.

YouTube reaches more **MOBILE USERS** in the US than any one TV network.

The average consumer scrolls through **300 FEET** of mobile content every day, an amount equivalent to the height of the Statue of Liberty.

Nearly **4 MILLION** in-market automotive videos are viewed on YouTube every day.

9 BILLION videos are viewed each day on Facebook (4B) and YouTube (5B).

Test-drive videos outnumber in-store test drives 2:1, an **INCREASE OF 105%** since 2015.

DEALERS FACE CHALLENGES MARKETING THEIR INVENTORY ON HIGH-VALUE VIDEO CHANNELS LIKE FACEBOOK AND YOUTUBE.



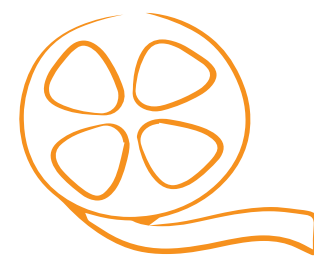
COST

Agency costs often outweigh return on investment.



RESOURCE

Dealers lack in-house resources for video production.



COMPLEXITY

Monthly offers limit the shelf life of dealer generated video content.

DEALER.COM MAKES IT FAST AND EASY TO SERVE HIGH-QUALITY, RELEVANT VIDEO ADS TO SHOPPERS BROWSING FACEBOOK AND YOUTUBE.



QUICK TURNAROUND

Videos are updated to match your changing monthly offers.



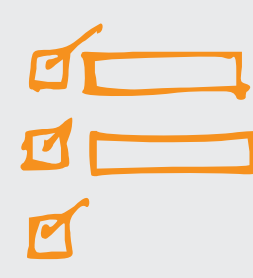
CUSTOM BRANDING OPTIONS

Showcase what makes your dealership unique.



TARGETING TO AUTOTRADER AND KELLEY BLUE BOOK SHOPPERS

Reach in-market audiences exclusive to Dealer.com.



HIGH-TOUCH OPTION

Custom video campaign production also available.

"If dealers are not in the video space today, they are not in touch with their customer."

JOE LAHAM
PRESIDENT AND OWNER AT PREMIER COMPANIES

Your dealership can use video to stand out from the crowd.
Dealer.com delivers high-quality, scalable video content directly to high impact video channels.

We manage the production, you get all the rewards.

Contact your Dealer.com representative for samples and a demo.

SOURCES

Leichtman Research Group (LRG). (The Motley Fool, March 10, 2020)
<https://www.fool.com/investing/2020/03/10/cord-cutting-has-tripled-in-a-year.aspx>

(THE NIELSEN TOTAL AUDIENCE REPORT: Q2 2018)

Ogilvy AW New York

Facebook statistics 2019, YouTube Statistics 2019

DEALER.COM