

Connected Video

TARGETED, TRANSPARENT VIDEO MARKETING FOR CONNECTED TV AND OVER-THE-TOP MEDIA.

Powered by exclusive consumer insights only available through Cox Automotive, Connected Video from Dealer.com delivers targeted video campaigns to consumers watching Connected TVs and over-the-top media channels.

As consumers cut the cable cord and turn to an expanding list of digital video channels for their media consumption, the ability to target TV watchers with any verifiable ROI might seem fleeting. Although the migration to Connected TVs, streaming services, and networks gives consumers more content choices, it also gives dealerships more opportunities to reach their customers ways that traditional TV could not.

Cox Automotive's Data Dominance

Connecting buying signals from 3 of 4 automotive transactions, Cox Automotive Automotive Intelligence translates billions of data points into consumer profiles our partners can use to tailor consistent campaigns across all channels and devices. Then, our proprietary cloud-based media buying and ad serving platform delivers your campaigns securely and efficiently across your portfolio.

**Inclusion of householding data integration and reporting in ControlCenter are pending general availability.*



Benefits

Connected campaigns from a single platform: Connected Video brings transparency to television advertising by helping our partners target consumers with consistent, coordinated campaigns across multiple digital channels.

Targeted Video Ads: Advanced targeting capabilities based on relevant buying signals from across Cox Automotive increase your ability to reach the right shopper at the right time, anywhere online.*

Premium Placement: Our proprietary media buying and ad serving platform is tailored for automotive, giving you access to premium video placements from our partners.

Transparent Reporting: Associate video impressions with website activity through IP Householding, and track your target audiences by associating video views back to Cox Automotive data and insights. Connected Video also tracks view throughs—when a user saw your ad and later visited your website—even if they never clicked.*

Advanced Fraud Protection: Our exclusive industry partnerships monitor and protect your investment from bots and non-human traffic.

Connected Video brings precision and accountability to your TV budget, while helping you capture the attention of in-market shoppers wherever they are online. **Contact a Dealer.com Advertising Sales Consultant, or your Performance Manager, for a closer look at all of Dealer.com's future-forward Video Advertising solutions.**