

Multi-Platform Dealer Video Campaigns

Exclusively from UnityWorks, the premier provider of video marketing for automotive dealers



J.D. Power | UnityWorks Multi-Platform Video Approach

The following video advertising packages were developed to assist with building awareness and driving website traffic for dealers via a robust campaign strategy. This is an opportunity to reach online shoppers where they are spending their time.

Video is the **#1 format** for driving consideration, and our video packages are designed to target local in-market buyers with premium video ads. Not only do we target audiences looking for JLR models, but we also focus on audiences searching for your competitors' models. Your video ads drive consideration for your dealership and available inventory, while also driving direct traffic to your website and generating additional lead and conversion opportunities.

Get into market fast with high-quality, model-specific video ad content and campaigns. Optimized for each platform and device, your video ads are available to support any brand or model.



[CLICK TO WATCH EXAMPLE](#)

SIMPLE PACKAGE PRICING, FAST-TO-MARKET CAMPAIGNS TO MEET ANY NEED

Choose your model features for your next video campaign. Campaigns include the following platforms: **Google DV360, Facebook, YouTube and Over-the-Top TV (OTT).**



● ● ●	GOOD	CHOOSE ONE MEDIA PLATFORM	\$1,500
● ● ●	BETTER	CHOOSE TWO MEDIA PLATFORMS	\$2,500
● ● ●	BEST	CHOOSE THREE MEDIA PLATFORMS	\$3,600

OPTIONAL ADD-ONS

Model Video Showcase player: \$195/month.
Customized destination page for your campaigns that highlights the featured campaign vehicle as well as additional video content and your offers.

Dynamic VIN Inventory: \$100/month.
Incorporate new VINs into the ad unit that dynamically update once the VIN has been sold. (Inventory feed integration required.)

WHY CHOOSE UNITYWORKS?

- We're the premier provider of high-quality video content, campaigns and data-driven video experiences for automotive retail
- Custom dealer video campaign and content at mass scale
- Supports over 25 automotive brands and 10,000+ retailers
- Created and served over 75,000 dealer-customized video campaigns in 2023
- Proprietary content creation platform allows for the creation of hundreds of thousands of videos each year
- Low-cost high-value campaigns drive higher conversions versus other forms of advertising

LIMITED TIME OFFER

Pay 3 months and get the fees waived on the fourth month.

That's a savings of up to \$900!

Platform Overviews



Google's DV360 – This platform allows you to place 30-second skippable video ads within a radius of your dealership on thousands of well-known websites (CNN, Yahoo, Weather.com, Fox, etc.) and mobile gaming apps. This platform is great for generating awareness, however, DV360 also generates strong completed views and click-throughs to your website.



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



YouTube – The #1 video site and #2 search engine. The leading video source among new auto purchasers, your advertising can reach 92% of in-market shoppers on YouTube. Each impression is free unless the ad is watched in full or clicked. This platform is primarily used for reach and awareness, and 70%+ is by mobile usage.



OTT/CTV – Currently over 80% of households are using a streaming service, as of Sept. 2022 – that's over 133 million U.S. homes. Advertise on the same broadcast networks as linear TV buyers with more efficient spend. This is a great platform to create model and dealership awareness with completion rates as high as 97%. Place HD quality video ads on all streaming devices and game consoles. (Hulu, Roku, Apple TV, Playstation, Xbox, SmartTV, Chromecast)

Unleash the power of video for your brand and dealers. Contact UnityWorks today!

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