



FAQs

What is Advid?

Advid is a technology platform that creates unlimited dynamic pre-roll videos for every make and model. All videos are automatically uploaded into YouTube nightly, providing a scalable and cost-effective solution for video advertising.

Who uses Advid?

Advid can be utilized by both OEM's, associations, dealers, and their agencies.

How frequently are Advid videos updated?

Advid videos are updated as soon as variable content changes. For example, inventory, incentives, pricing, compliance, or creative changes will all initiate a new video.

Is there a limit on the number of videos Advid can create?

Advid has the ability to create an unlimited number of videos based on your specific needs.

How do Advid videos perform vs. regular pre-roll videos?

According to Google, the automotive industry's average cost-per-view is \$0.12. Advid's is \$0.05, which is driven by the platform's 36.57% view rate versus the industry's 20% view rate.

Where is Advid hosted?

Advid videos are hosted in Google's cloud platform.

How much does Advid cost?

The Advid platform costs \$1,295/month plus your monthly ad spend.

Which model years are featured in Advid videos?

Advid always features the current model year for every new model.

