



## Automated Dynamic Video New & Pre-Owned Inventory

### Creative

#### CHALLENGE

Creating pre-roll videos is an expensive, time-consuming and manual process. Daily inventory changes make it difficult to advertise real inventory, leaving dealers to settle for generic brand videos that don't speak to what the consumer wants.

#### SOLUTION

Advanced automation technology instantly creates a video for every new and pre-owned vehicle on your lot with dynamic content and intelligent updates to reflect daily inventory changes.

### Voice Overs

#### CHALLENGE

Similar to creative, voice overs are a costly process, resulting in vague and repetitive messaging.

#### SOLUTION

Customized voice overs offer more engaging messaging that highlights your dealership's brand, offers, incentives and more.

### Account / Campaign Management

#### CHALLENGE

Without technology, you rely on individuals for manual processes, like uploading videos into YouTube, creating campaigns in Google and pacing budgets, causing delays and limiting efficiency and performance.

#### SOLUTION

Our proprietary technology allows all videos to be automatically uploaded in YouTube daily, without manual intervention. Each campaign is seamlessly updated the moment inventory, pricing or incentives change, and budgets are intelligently paced for maximum performance.

### Audience Targeting

#### CHALLENGE

If you are unable to create a video for every car you sell, it's impossible to target consumers based on their interests.

#### SOLUTION

Reach your ideal audience on a one-to-one basis by segmenting consumers based on shopping behavior and vehicle interest.

### Offers

#### CHALLENGE

Frequent changes in pricing and incentives make it nearly impossible to advertise a payment.

#### SOLUTION

All ads feature unique payment-based offers reflective of consumer shopping behavior, dealer pricing and incentives.

### Compliance

#### CHALLENGE

State & OEM compliance regulations require you to update your ads whenever an advertised vehicle has sold.

#### SOLUTION

All ads meet all State & OEM compliance restrictions.

**\$1,000/mo**

**And the best part:**

You only pay when someone watches the entire ad, or clicks through to your website, providing a more cost-effective solution to traditional television advertising.

See example videos at [AdvidVideo.com/#videos](https://AdvidVideo.com/#videos)



## Capitol Toyota

Timeframe: 90 days

Ad Spend: \$5,814



226,860  
Impressions



94,626  
Views



95,871  
Reach

Avg. Completed View Rate: 41.71%

Avg. Cost Per View: \$0.06



## Hansel Toyota

Timeframe: 90 days

Ad Spend: \$5,634



594,529  
Impressions



262,287  
Views



269,777  
Reach

Avg. Completed View Rate: 44.12%

Avg. Cost Per View: \$0.02