

# Drive Search and Sales with Video Ad Campaigns

Our video strategy emotionally engages shoppers with vehicle-specific content that draws them to further interest and action. Your one-stop provider for all video marketing, UnityWorks creates demand, driving search lift and store visits with our data-driven campaigns.

## Emotionally Engage Your Audience

Target low sales funnel auto intenders with Custom Model and Dynamic Inventory video ads from UnityWorks. Our proven and tested video creative exceeds industry benchmarks for completed views, clicks and showroom traffic. Our high-quality, brand-compliant video ads market your dealership, offers and inventory.



## Harness the #1 Video Site

YouTube is the 2nd largest search engine and the leading video source among new buyers for automotive purchasers. Video campaigns from UnityWorks increase your reach using 20 second skippable video ads on YouTube.



## Think Local with Video

Google's DV360 enables you to place 30-second skippable pre-roll ads within a radius of your dealership on thousands of websites and mobile gaming apps. This platform allows for precise targeting of competitive models and provides strong click-through performance compared to other media platforms.



## Mobile First Facebook and Instagram

Feature dealer-branded video content highlighting a selected model, key selling messages and offers created specifically for Facebook newsfeeds. Or drive interest to your inventory with 15-second dealer-branded video ads followed by clickable images of specific new vehicles in stock.



### VIN Test Drive Videos

With more than two and a half minutes of custom, marketable video content, VIN Test Drives sell the value in the vehicle with compelling content ranked by the vehicle's most saleable features.



### Video Lead Response App (VLR)

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**ENROLL TODAY**

