

VIDEO ADVERTISING

Leverage data-driven video advertising strategies to reach shoppers across all devices and channels.

As video consumption continues to increase, our adaptable video advertising solutions help dealerships connect with consumers on platforms like Meta and YouTube, in addition to streaming services and smart TVs.



73%

of total U.S. homes are streaming on Connected Televisions.¹



131+

billion hours are spent consuming Connected TV content.²



2+

billion people stream videos on Meta each month.³



4x

more viewers use YouTube compared to other platforms to find information about a brand, product, or service.⁴

1. Comscore CTV Intelligence™, May 2023, U.S. 2 Comscore Media Metrix Multi-Platform, CTV Intelligence™.

2. Comscore TV, Jan 2022 – Jan 2023 U.S.

3. 2023 Meta for Business Video Advertising Solutions Research Study.

4. YouTube Advertising via Google/Talkshoppe, US, whyVideo study, n=2000, ages 18-64, general population video users.

Key Features & Benefits

AI-Powered Voiceovers. Collaborate with the Managed Services team to integrate text-to-speech technology, reducing production costs and time. With customizable voices and accents, creators can amplify videos and engage audiences without additional filming or recording sessions.

Custom Templates. Utilize personalized video templates to present unique branding and messaging, accessing up to three customized formats quarterly. These versatile designs accommodate evergreen and ad-hoc campaigns.

Fast, Flexible Video Creation. Create high-quality video content with our expert team through seamless production, delivery, and easy editing to elevate tailored messaging and develop a connection with potential buyers.

Showcase Products and Featured Offers.

Attract buyers with curated inventory, highlighted features, and one-of-a-kind incentives.

Connected Television (CTV) Retargeting.

Uses cross-device capabilities to target shoppers who have visited a Dealership's website and then delivers them a Connected Television advertisement.

Connected Television Viewer

Retargeting. Identifies customers who have viewed a CTV advertisement and then retargets them with a display banner advertisement using cross-device targeting capabilities.

Digital Retailing. Enhance your service department with remote shopping and seamlessly integrated digital retailing features for a smooth fulfillment process.

Get started today: www.dealer.com/products/advertising/video