

# 2025 VIDEO

## Products and Campaigns



## Data-Driven Video That Fuels the Purchase Journey from Trusted Video Specialists.

At the forefront of dealer video marketing, we stand as trailblazers in delivering personalized, data-driven video experiences and multi-platform video campaigns at massive scale. From video strategy and proven advertising tactics across various media platforms, we provide auto dealers with the tools they need to create a connected consumer experience from ad unit to dealer website. We empower dealers to create demand and influence the shopping process by delivering the most relevant content possible across all major digital media platforms, channels and devices.

## The Value of Video in Retail Automotive Marketing

1. Video creates demand
2. Video is the #1 advertising method to influence consideration
3. Video drives further action and improves search lift
4. Consumers spend about 2.5 hours a day on video platforms
5. Younger generations prefer video over all other forms of communication
6. Short-form video and Connected TV continue to explode as forms of advertising

## The Opportunity

### Start your client's video journey today and...

... help dealers create more awareness, consideration, website traffic and sales.

... optimize video channels and align T1 to T3 video. ... overcome digital content challenges.

... get to the market faster and reach more prospects than the competition.

... stay relevant with newer generations through video channel diversity.



### CASE STUDY

## One Mainstream Auto Brand

**CAMPAIGN PERFORMANCE**  
**Q4 '23 Video Heavy-Up**  
**600+ Dealers**

Enrolled Vs. Non-Enrolled Dealers

- **2X More Dealership Visits**
- **90% More VDP Views**
- **41% More Total Leads**
- **8% More Total Sales**

*Data Analysis Provided by Shift Digital*

**2023 YOY Retail Sales +13%.**

**J.D. POWER**

**UNITYWORKS**

**2025 Dealer Video Playbook**  
VIDEO PACKAGES + Add-Ons



DEMAND GENERATION – PROSPECT VIDEO CAMPAIGNS –  
APPEAL TO UNIQUE AUDIENCES

Audience Targeting – Content & Campaign Management



**DIGITAL MEDIA  
PLATFORMS**

YouTube  
Google DV360  
Facebook  
Pinterest  
LinkedIn



**SHORT-FORM  
MEDIA PLATFORMS**

TikTok  
YouTube Shorts  
Instagram Reels  
Facebook Reels



**CTV/STREAMING  
MEDIA PLATFORMS**

Amazon Prime  
Amazon Streaming Bundle  
Google DV360 – CTV  
The Trade Desk



Add-On: DYNAMIC INVENTORY INTEGRATED WITHIN AD UNITS

Add-On: MARKETING PERMISSIBLE AUDIENCES – Owners, Loyalists, Life Events

**DYNAMIC PERSONALIZED VIDEO EXPERIENCES – LANDING PAGES**

PRODUCT  
VIDEO SHOWCASE

CURRENT  
OWNERS/LOYALISTS

UNIQUE AUDIENCE  
SEGMENTS/PERSONAS

LIFE EVENTS/LIFESTAGE



# Video Content & Campaign Offerings

## Digital Video Campaigns

Auto dealers are failing to reach shoppers where they spend their time. Video accounted for 82.5% of web traffic in 2023, but retail automotive advertising spending has not kept up with consumer trends. Dealer advertising spend continues to rely much too heavily on paid search. YouTube, Google DV360 and Facebook are the primary digital media platforms to efficiently reach in-market audiences but delivering a customized solution at large scale across these platforms presents challenges for most providers.

## Short-Form Video Campaigns

Short-form video has skyrocketed in the U.S. market as a form of entertainment, and consumers of all ages and backgrounds regularly watch short clips of diverse content from their mobile devices within a complex and competitive marketplace. We create compelling content that generates interest, attention and action across TikTok, YouTube Shorts, Instagram Reels and Facebook Reels. We shoot custom vertical video to fill the mobile screen and spotlight the most compelling product features along with unique audio.

## CTV/Streaming Video Campaigns

A decline in cable TV usage and major spike in Connected TV (CTV)/Over-the-Top TV and streaming services means you can no longer reach the bulk of your potential buyers with traditional TV ads. Reach cord-cutters in their homes with CTV, which includes any internet-connected TV that enables users to access streaming content through an app. Custom dealer video campaigns are now available on Prime Video – one of the top streaming video services reaching nearly 70% of CTV households. We also place CTV ads on Google DV360 and The Trade Desk.

## Hispanic Video Campaigns Across Platforms

Hispanic Americans represent a significant portion of new car sales in the United States, accounting for around 18% of all new vehicle purchases, which is larger than their proportion of the overall population. UnityWorks offers your Spanish speaking video campaigns to reach this growing and important market. This capability was recently added to the Kia year-end heavy-up campaign in 2024 and saw significant take rates by the dealers.

## Dynamic Inventory Video Ad Campaigns

Dynamic video ads integrate featured model content and offer of your choice followed by new and used VINs from your inventory. Proven to deliver a significant return on ad spend. As VINs featured in the video ad sell, they are automatically replaced by other units from your inventory. Available on select streaming platforms and within Facebook.

## Dynamic Audience Video Experiences

Dynamic Audience Video Campaigns are a first-of-its-kind offering that utilizes AI and precise custom audience data to identify your most optimal potential customers. We align video messaging to your specific audience needs and serve them on major media platforms for new and CPO vehicles. When shoppers interact with custom audience ads, they can then be directed to a corresponding landing page on the dealer's website.

Dynamic Audience Landing Pages are created for each audience segment tailored to what each group values most in a new vehicle. The landing pages are the perfect destination to send prospects driven by targeted ad placements on digital media platforms.

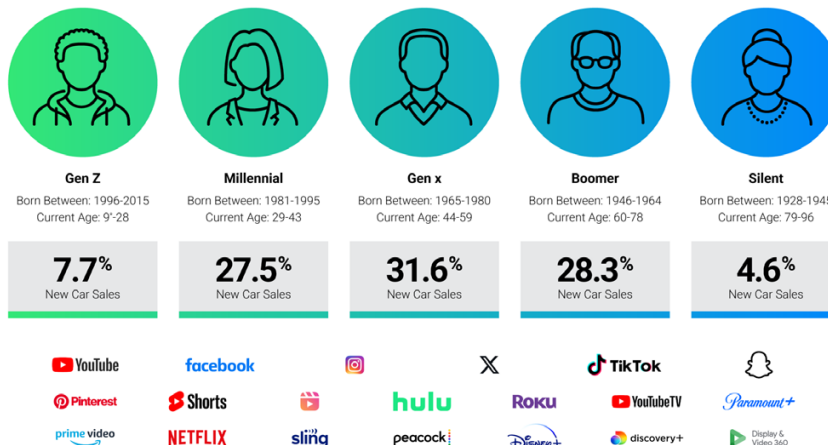


## Dealer Branding Videos + Full-Line Model Campaigns

In today's marketplace, it is important for dealers to differentiate themselves. We can create a distinctive video introduction to your dealership followed by a carousel of all your model offerings. Once a shopper clicks on a model, they are taken directly to your model SRP page or Video Showcase. This is an ideal approach to create dealership and model consideration within your retail video strategy.

## Generational Video Strategy

In today's digital-first world, video content has transformed how consumers research, evaluate and purchase vehicles. By understanding the video preferences of different generations, dealers can optimize their video strategy to find and convert more car buyers. Understanding how generations interact with video content helps dealers create a more strategic, segmented approach. Our Generational Video Strategy aligns specific model advertising campaigns to generational prospects through the creative approaches and media platforms that they prefer.



## Connected Website Experiences

Research shows that consumers prefer to do business with a brand that personalizes their experiences over a brand that makes no effort at personal relevancy. Our data-driven individualized video experiences support channel communications with tailored messages using key customer data points to present customized offers. Our multi-channel communications drive shoppers to landing pages that feature personalized video including voice and text variables. This capability includes dynamic offers, inventory, coupons and messaging all driven through business rules and data.

## Retail Ad Studio

Let us enhance your media presence with our exclusive content and creative expertise. OEMs and agencies partner with us to create dealer ordering and delivery portals for all digital and video content. We build brand-compliant dealer-customized retail ad content so that dealerships can build their online presence consistently across channels. We offer ad units customized for all digital, short-form and CTV/streaming and broadcast media platforms. These ready-to-run ad units are ready early each month for dealer, provider or agency downloading. We offer simple monthly contracts and dealership customization to suit your unique retail video strategy. The Retail Ad Studio also includes an a la carte menu that offers additional ad units for CPO, inventory, service ads and even service technician recruitment lead gen ads. Dealers can download content or elect to have UnityWorks place the campaigns on their behalf.

## Gravity Unsold Leads & New Movers Campaigns

Take advantage of this powerful video email communication solution that turns unsold leads and "new to-your-area" shoppers into potential buyers. This fully automated solution uses email messaging to engage (or re-engage) with in-market shoppers and drives them to a robust video landing page with current offers.





**J.D. POWER**  
**UNITYWORKS**

# Get started with your new video strategy!

Meet with UnityWorks to discuss your 2026 priorities and explore how video campaigns can help find and convert more customers to your brand or dealership.

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