

Video Advertising + Creative

Video has become the #1 format for discovering new vehicles and the #2 resource for learning about vehicles in the consideration set, according to a 2017 Autonews.com report. With over 4 million in-market auto videos viewed on YouTube every day, 88% either visited a dealership or searched the dealer's online inventory after watching their video¹. YouTube reaches more viewers on mobile alone than any TV network², and is considered an underrated advertising channel, with an average cost per ad view at 7 cents or lower.

Until now, resource gaps like automated technology have kept many dealers from consistently advertising on effective video advertising channels like YouTube and Facebook. Dealer.com's all-new video advertising solution makes it easy to create and deploy high quality video content that connects the dealer's inventory with their customers who are browsing Facebook and YouTube.

This solution allows dealers to target in-market audiences based on their combined search histories from Google and YouTube. It offers one of the best opportunities to get in front of an in-market shopper with an engaging message that will actually be watched, and at a lower cost than what the dealer has typically been paying per view.

1 (Business Insider Intelligence, The Future of TV, 2017)

2 (2017 GFK Doublebase MRI).

The Problem:

Dealers are concerned about the high cost of ad production for TV. When considering 'TV,' they also desire accurate attribution similar to what is available through digital advertising. Often, dealers are so attuned to selling on price that they forget the value of 'selling themselves' and creating a consumer relationship through branding. A huge video market is available for automotive dealers on social media. The younger generation is more apt to bypass 'Googling,' instead heading straight to YouTube, where they type 'Honda Accord' to take a virtual test drive, watch a walk around, and view videos that other buyers have posted.

A scalable creative solution to allow dealers to advertise in social video channels like YouTube and Facebook.



"If dealers are not in the video space today, they are not in touch with the customer."

Joe Laham
President and Owner
Premier Companies

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"We're thrilled to offer our dealers a video advertising solution that gives them the ability to build their brand and promote their inventory to Facebook and YouTube audiences."

Mark Bernstein
Associate Vice President,
Advertising
Cox Automotive

How It Works:

Dealers who want to take advantage of Dealer.com's new video solution have two choices:

Automated Video Ad Creation. The dealer simply selects up to six vehicles for promotion and the affiliated offers for each. Dealers can also supply unique taglines commensurate with their brand. With this information, Dealer.com will create 42 compelling videos each month. The creative includes the HD version for YouTube, the square version for Facebook and Instagram, and the vertical version for Facebook and Instagram stories. These are created at scale and for one monthly fee. Dealer.com leverages imagery from their current OEM libraries and incorporates the dealership's name, logo, taglines, and customized information. It's an automated solution designed to eliminate any burden on the dealer. Pricing and photos are current, templates are OEM-compliant, and video ad delivery is targeted to the appropriate shopper.

Based on the dealership's budget and strategy, these videos will be deployed to YouTube, Facebook, and Instagram. YouTube's True View allows viewers to skip an ad after 5 seconds, but the dealer is only charged when the consumer watches their complete ad, not partial views.



Custom Video Choices. Dealers can choose to partner with Dealer.com's expert videographers on more curated, customized video content. With Dealer.com's custom video packages, templates can be customized, on-site filming is available, and the videos can be as customized as needed to best meet the dealer's specific needs and objectives.

Messaging. Dealers are encouraged to use their 'why buy' message; focusing on the brand, the product, and the value proposition to the customer. With the ability to market dealer taglines, the video ads can share more details about the dealership. *Do they have free Carfax, free oil changes for life, car delivery to the buyer's home? Is the dealership community-focused?* The objective is to build a comprehensive picture of the dealership that helps to differentiate them from the competition.

Reporting. Dealers benefit from being able to review reporting for their entire advertising strategy within their backend tool, called ControlCenter. For instance, dealers can analyze their video spend and performance against other channels, like paid or organic search.

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The dealer measured results from this video ad and quantified increased search volume and incremental increase in traffic to the website.

The Big Picture. OEMs invest large budgets into video. There is a keen advantage to be able to tie the Tier I and Tier III strategies together. Shortly after NADA, programmatic video will become accessible to this platform and will include channel expansion and some elements of OTT.

Onboarding. The automated video product onboarding takes 5 business days. During this time the Dealer.com implementation team will gather the necessary information needed to complete the videos, including their models and incentives of choice, and dealer’s brand statements or taglines. After that, it is basically a ‘hands free’ implementation for dealers. Performance Managers can have more inclusive conversations with dealers about their goals for various models: *“I have a Mitsubishi dealership and people don’t know that we have an EV model.”* For \$1,500, the Video Advertising on social can get 50,000 views in that dealership’s market. Consistencies for branding and messaging can cross multiple channels with this strategy.

What do dealers say about Video Advertising + Creative?

“With this video product, you can give so much more information and give top-of-mind awareness. Video is a permissive product; the consumer is pulling information they want from us instead of us pushing marketing on them. You can’t force feed them. If dealers are not in the video space today, they are not in touch with the customer. Dealer.com has made a decision to partner with the dealer and be their advocate; they have aligned their internal staff and the partnership is strengthened. You make a call and something happens. It’s super-charged now, from the website, SEM, social, content, digital retailing; it is 100% improved. And you can hold them accountable to make it all work together.”

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President and Owner
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