

Reach in-market shoppers with micro-targeted video campaigns across leading media platforms



In today's fiercely competitive marketplace, your dealership needs an affordable video strategy that reaches prospects where they are already spending their time. Our approach 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.



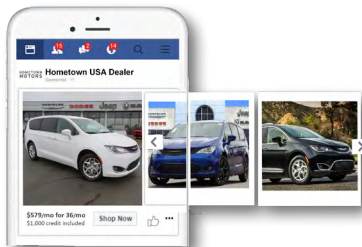
YouTube

YouTube is the leading video source to reach automotive intenders. YouTube videos reach up to 89% of auto intenders in a geo-targeted area around a dealership. With YouTube/TrueView ads, you only pay when the entire ad is viewed or clicked. All other impressions are free. UnityWorks serves 20-second ads that are skippable after 5 seconds.



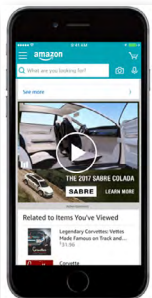
Display & Video 360

Google's DV360 allows UnityWorks to serve 30-second pre-roll ads to auto intenders within a radius of each dealership on thousands of well-known websites and mobile gaming apps. UnityWorks targets in-market shoppers using Google search data and other third-party data from sources like Oracle Data Cloud. The DV360 platform drives click throughs to the video landing page on the dealer website.



facebook.

Facebook is one of the largest media platforms in the world. The average Facebook user visits Facebook 14 times per day, spending an average of 50 minutes on the site. UnityWorks drives awareness with auto intenders by serving 15-second dealer-branded video ads followed by clickable images of specific new vehicles in stock. In-market auto shoppers can easily swipe to view dealer's vehicles and click to go straight to the dealer's VDPs from these Facebook video ads.



amazon advertising

Amazon is the third largest digital ad platform, behind Google and Facebook. UnityWorks was one of the first to run ads for dealers on the Amazon Advertising network. UnityWorks has access to Amazon customers through Fire TV (the top connected device with 30M users) and Amazon's FreeDive supported inventory found on IMDb.com (where web and mobile account for 85M users). This platform includes exclusive Amazon inventory and first-party data from Amazon. UnityWorks serves 30-second non-skippable ads to auto intenders in a geo-targeted area around each dealership.

Contact Us Today at 1.800.293.2056 (Option 1) or sales@unityworksmedia.com