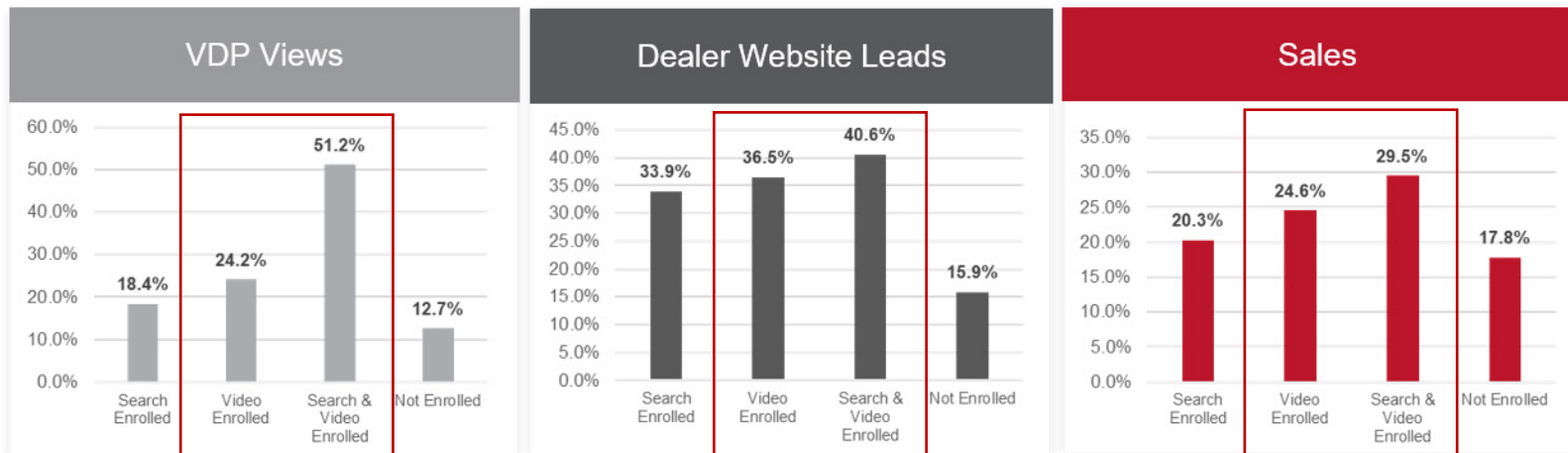


# UNITYWORKS

An Autodata Solutions Brand

## ONLINE VIDEO DRIVES VDP VIEWS, LEADS AND INFLUENCES SALES

### COMPETITIVE CASE STUDY VIDEO IMPACT – 60 DAY IMPROVEMENT



Dynamic Inventory  
**Video Ads**

Custom Model  
**Video Ads**

- **250** dealers, **60** day campaign
  - Three platform choices – *Dynamic Video Inventory Ads + Custom Model Video Ads*
  - Many providers offer search marketing, but UnityWorks is the exclusive video specialist
- Video Only or Video+Search Significantly Impacted VDP Views, Leads and Sales**