



# UNITYWORKS

An Autodata Solutions Brand



## ONLINE VIDEO DRIVES SEARCH LIFT!

National Google study completed for Kia

- 118 dealers
- 60 day campaign
- On one media platform

Results

Search Demand Growth on models related terms was:

- 83% higher in pilot DMA regions than the National Average
- 95% higher in pilot states than National Average

Search Demand on pilot dealership name terms  
**increased by 59% year over year!**

