



UNITYWORKS

An Autodata Solutions Brand

ONLINE VIDEO DRIVES SALES!

2017 Pacifica Launch
August - October Sales Data

- 450 Dealers
- Six Month Campaign Commitment
- 20,000+ ad versions created
- PLUS robust Video Landing Page Experience



In partnership with J.D. Power’s 020 solution, we have been able to measure the offline sales driven by this campaign. 020 connects online media exposure to offline sales using a patented, proprietary matching process, and using data from the PIN network. This sales information comes directly from dealerships across the U.S.

J.D. Power Analytics

Performance Grouping	August Sales June–Aug. Exposure	September Sales July–Sept. Exposure	October Sales Aug.–Oct. Exposure
Brand	33% ↑	38% ↑	48% ↑
Model	39% ↑	29% ↑	61% ↑

Purchase index for campaign exposures over five months of activity & three months of purchase data

