



# UNITYWORKS

An Autodata Solutions Brand



## ONLINE VIDEO DRIVES SHOWROOM TRAFFIC!

National Google study completed for Jeep

- 300+ dealers, 60 day campaign on You Tube only
- 5 ads per month/per dealer 2 -:20 sec in stream & 3 -:06 sec bumper ads
- 3,200 customized ads created for participating dealers

Results

- 37.1% Completed Video View Rate — :20 sec skippable ads
- 28M Completed Video Views all ad units ( 11.5M :20 sec ads)

**Generated 53,532 Showroom Visits!**

Shoppers who viewed entire :20 sec an unit

**OVERVIEW VIDEO**

