

# Sales & Service



**UnityWorks is the industry leader in delivering customized micro-targeted video campaigns for automotive dealers.**

## Sales & Service Video Showcases



The Sales & Service Video Showcase is a customized video destination page for any of your campaigns and is designed to emotionally engage shoppers with compelling video experiences. Our Video Showcases highlight featured models and current local offers. Our SEO and mobile optimized Mopar Video Showcase is integrated onto your website and showcases service-related videos.



### Model Video Showcase

- Entire New Model Lineup with a 60-Second Virtual Test-Drive of Each Model
- One Model Offer Per Month
- Strong Call to Action Options
- Embedded into Dealership Website

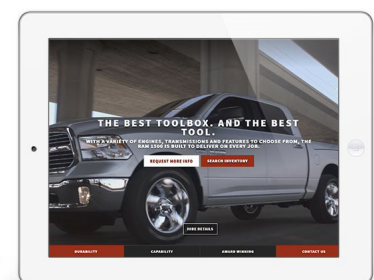
### Mopar Video Showcase

- 13 Segments of Expert Tips Videos
- How-to and Accessories Videos
- Video SEO Optimized with site map
- Optional: Custom Dealer Service Overview Video (or Dealer provided)
- Optional: Express Lane Videos and Mopar eStore Integration

## Inventory Videos



- Branded Intro & Outro
- Video Syndication on All Leading Third-Party Sites
- Video Lead Responder for Personalized Video Emails
- Monthly Reporting





# WAGONEER

— RETAIL AD BOUTIQUE —

THE ULTIMATE SOURCE FOR CUSTOMIZED DIGITAL & VIDEO  
AD CONTENT FOR CERTIFIED WAGONEER DEALERS



# WAGONEER

— RETAIL AD BOUTIQUE —

Nearly 150 dealers are now using the Wagoneer Retail Ad Boutique. Like them, this is your opportunity to eliminate stress. No more need to worry about brand-compliant advertising! Just grab what you need from a library of over 130 fully approved video ad units and digital banners, and you're good to go.



- Over 130 customized Wagoneer & Grand Wagoneer video ads and digital banners
- High-quality, brand-compliant ad units
- All video ads are dealer branded throughout the entire video for greater visibility
- All video ads are optimized for media platform (format & length) as well as desktop and mobile
- *Ready-To-Run* ads include dealer name in voiceover for all models & trims
- Regional offers included in *Ready-To-Run* ads and available early in the month
- Ability for dealer to upload custom logos, dealership photos or video footage (included in all ads)
- Dealers can create up to two *Custom Offer* ads each month
- Easy platform for ordering & downloading dealer ad content
- 32 ready-to-run digital banners including regional offers with dealer branding

 YouTube

FACEBOOK

Broadcast TV



Google  Display & Video 360

Instagram



 LEARN HOW TO GET YOUR CUSTOMIZED CONTENT