



**ENTERPRISE
EDITION**

Capture consumer interest with high-quality videos and maximize online revenue.

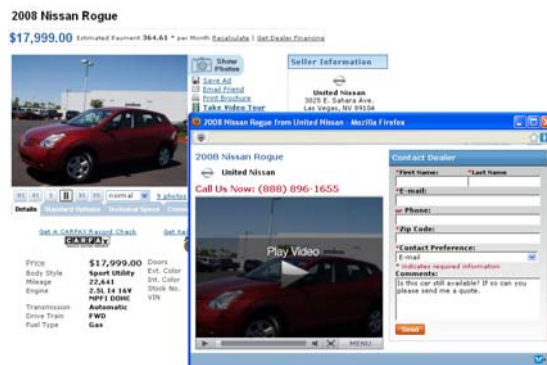
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TUNE UP YOUR AUTOMOTIVE SITES BY ADDING VIDEO TO YOUR AUTOMOTIVE LISTINGS

There's a simple way to attract more visitors to your website and keep them interested! Our partnership with DMi (Digital Motorworks), enables you to offer your advertisers an exciting upsell - vehicle video listings! Dealers can add video to their vehicle listings with little to no effort on their part!

DMi extracts data from either the Dealer Management System or a third party data provider. The data is reviewed and corrected, standardized and validated using DMi's Vehicle Inventory Solution. DMi automatically creates full motion video with special effects using the same pictures published on your website. Listings details such as vehicle, dealership and contact information is dynamically presented with text-to-speech descriptions that utilize human voiceover and background music, creating a more interactive experience that keeps visitors on your site longer. Dealers who have creative already can integrate their own videos as well.



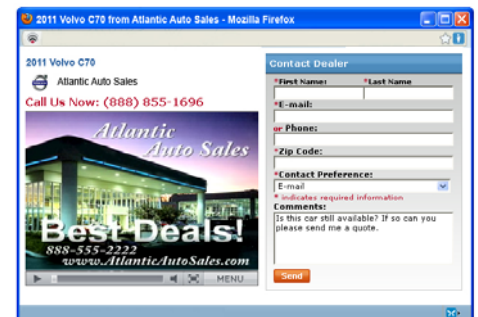
As an additional upsell, you can offer custom advertising wrappers so dealers can target audiences with their dealership pitch every time a consumer searches on a specific vehicle make and model. These short video clips, which can play at the beginning and the end of the vehicle video, can contain the dealership name, logo, directions and contact information.

We can create the custom wrappers for your dealers or dealers can create their

own custom wrappers. Certain restrictions may apply. Please contact us for additional details. This feature is great for competitive markets or dealers who are launching into new markets and need additional visibility. Consumers can even contact the dealership immediately after viewing the video from an integrated contact form.

You can also offer automated video uploads to YouTube to increase dealer visibility and improve Google search rankings and optimization.

Pricing is simple - it's one flat fee per dealer per month for any inventory that goes through DMi. There is a minimal one time per dealer setup cost after which setup is automated and then dealers can create a video for each of their listings. This is a huge benefit and savings for your dealers as most providers limit the number of videos each dealer may have and often charge additional fees for extra videos.



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