



**ENTERPRISE
EDITION**

Provide unique content that keeps your visitors coming back to your website.

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CAPTIVATE INTEREST WITH UNBIASED VIDEO REVIEWS AND KEEP VISITORS ON YOUR AUTOMOTIVE SITES LONGER

Our exclusive partnership with The Drivers Seat TV enables you to engage your consumers with independent and essential automotive information to empower them to make smart buying decisions. This unique content will keep them coming back for more and is conveniently available in our Motors Research Center! These short videos can be viewed in less than three minutes - so consumers don't lose interest - while still providing automotive shoppers with a quick overview, a discussion of the pros and cons of the vehicle, an assessment of the competitors in a particular category, and a recommendation on whether to purchase the vehicle or not. Each recommendation factors in key points such as price, styling, product life cycle, safety, and resale value. This can help prevent consumers from making costly mistakes while establishing your website as a "fully loaded" automotive portal.

Depending on your site demographics, you can display The Drivers Seat TV video reviews in a customized widget, instantly adding dynamic content or use a text only widget. In addition, our partnership gives your sites access to The Drivers Seat TV's extensive collection of informative vehicle articles and editorials. This gives consumers independent, balanced viewpoints on some of the

hottest vehicles on the market. Consumers also get access to the latest coverage from auto shows and test drive events.

You can generate additional revenue by upselling dealer sponsorships for the video reviews or run targeted banner ads based on vehicle makes to increase dealer visibility and extend their reach. Dealers can create their own pre-roll advertising or we can create the pre-roll advertisements for your dealers.

We've integrated several additional tools to ensure that you get high quality leads and maintain your position as an automotive leader. Consumers can share the video with a friend, find local dealers or even contact the dealership immediately after watching the vehicle review from an integrated contact form. Dealers can also sponsor a video with a 'Sponsored by' link at the top of the video. When a consumer clicks on the link it goes directly to a contact form for the 'Sponsored by' dealer.