



AUTOCLIP

An automated video generator using advertising assets to bring every car in stock to life.

17% boost in leads with car listings including a video.



- We combine the most relevant still images that have been captured with the external spin and internal 360 panoramic.
- Our algorithm then pulls in vehicle-specific features and specification from a datafeed provided by the dealers feed provider.
- The next level of advertising video providing time saving, auto generated, high quality videos that can be used in during the research phase of the car buying journey.

BENEFITS FOR YOU AND YOUR CUSTOMERS

- Research shows that user sessions containing video lasted 13% longer than those without.
- Retailers also see that on average the sale rate of vehicles with video was 10% higher than those adverts without.
- 75% of auto shoppers say that online video has influenced their shopping habits or purchases.

EASY TO USE

- Less than 24 hour turnaround time for Autoclip video uploads.
- Dedicated app to ease the video process and improve user experience.
- Autoclip videos showing on Autotrader, your website and with possibility to automatically upload to YouTube.

CAR LISTINGS WITH VIDEO SHOW AN AVERAGE OF +17% MORE LEADS