



Turning Data into Opportunity

# InfoIQ® Video

## Attract More Visitors to your Website with Video

On average, American adults are now spending just under 4 hours each day online. As consumers spend more time online, it is crucial that dealerships have the robust content and real time information that users demand.

DMI's InfoIQ Video product is the only real-time video solution that assembles and produces automotive videos in true real-time. Real time video production means that videos can be ready to play for every vehicle in a dealer's lot within seconds. Because your videos are generated in real-time, unlike other video solutions, vehicle information, like price or features can be updated and reflected in the video immediately.

Videos engage the consumer and then educate them about the most important features of the vehicle. They have proven to create more leads and more phone calls, and ultimately more sales:

### → Smart Content

InfoIQ Videos discuss not only the most marketable features of a vehicle but also their associated benefits, providing the shopper with a true walk-around experience

### → 3rd Party Content

InfoIQ Video integrates dealer marketing videos and 3rd party video content that provides shoppers with informative and relevant information to enhance the shopping experience, including dealer introduction, vehicle history report highlights and OEM Certification

### → Google Search Optimization

Uploading videos to YouTube optimizes search results as YouTube video are ranked high by Google

### → Distribution

More third-party lead portals and dealer website vendors utilize our video player than any other vendor; DMI is able to expose vehicle listings to more prospective customers than anyone else



Videos engage the consumer and educate them about the vehicle.

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DIGITAL MOTORWORKS  
InfoIQ Solutions

For more information how InfoIQ Video can revolutionize your business, contact DMI Sales:

**512-349-9360**

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## InfoIQ® Video (cont.)

### How the Process Works

Utilizing vehicle images and vehicle data, collected from the DMS and 3rd parties, the system incorporates vehicle photos and an automatically generated audio track into the industry's only real-time automotive video solution. In addition, custom-built dealer inserts and other video content relevant to the vehicle can be dynamically included in the video.

#### Data and Image Collection

Dealer's vehicle inventory data is collected from dealer DMS systems or 3rd party vehicle inventory data providers, cleansed and optimized for video.

#### Audio Track Generation

Depending on the vehicle type and most significant features, the vehicle audio track is prepared. The audio track includes details such as vehicle luxury qualities or exceptional engine characteristics, as well as OEM certification or vehicle fact reports.

#### Video Inserts and Wrappers

Videos can be configured to include video inserts and wrappers to play at various intervals and positions within the video, or can be configured to play on demand. Wrappers allow dealers to reinforce branding and marketing messages.

#### Video Distribution

Completed videos are distributed in real-time or by FTP to dealer websites and DMI's video partners and ready to play immediately.

#### Real-Time Video Playback

Dealer websites and DMI video partners utilize DMI's real-time video player to render and playback videos in real-time. The basic video player functions include stop, rewind, pause and fast forward. The configurable features included in the customizable menu include:

- Dealer map
- Send to a friend
- Vehicle photos
- Links to additional content (test drive videos, consumer reviews, etc)
- Lead form

### YouTube Distribution

DMI's YouTube distribution process is completely automated, but requires some basic setup steps. Before distributing videos to YouTube, DMI's video support team creates a YouTube channel for the dealer or customer subscribing to this service. The YouTube Channel includes information about the dealer, including:

- Title
- Description
- Channel Tags (for Google Channel searches)

Once a channel has been created, a subset of each dealer's vehicle inventory is automatically determined and uploaded to the YouTube channel. The selection is usually based on unique vehicle Year, Make, Model and Color. This approach ensures that a good distribution of each dealer's inventory is uploaded on a daily basis. Each video uploaded includes searchable information about the dealer and the vehicle, including:

- Website URL
- Contact Number
- Vehicle Year, Make, Model, Engine, Transmission, Color, Miles
- Address
- Additional Search tags (such as the cities the dealer represents)

### YouTube Playback

Shortly after videos have been posted to YouTube, Google will index the videos and accompanying keywords/tags and start including the videos in Google Search results. The video posting date, number of hits and keywords/ tags will ultimately determine a video's ranking in Google's Search results.

Some automotive websites, like AOL Video and Truveo, source their video content from YouTube. This additional distribution adds to the number of video views and leads. Videos posted to YouTube can be viewed either directly by accessing the specific YouTube video URL or by viewing the YouTube video embedded in a 3rd-party website.