



# KIA CERTIFIED PROGRAM

## ONLINE VIDEO MARKETING

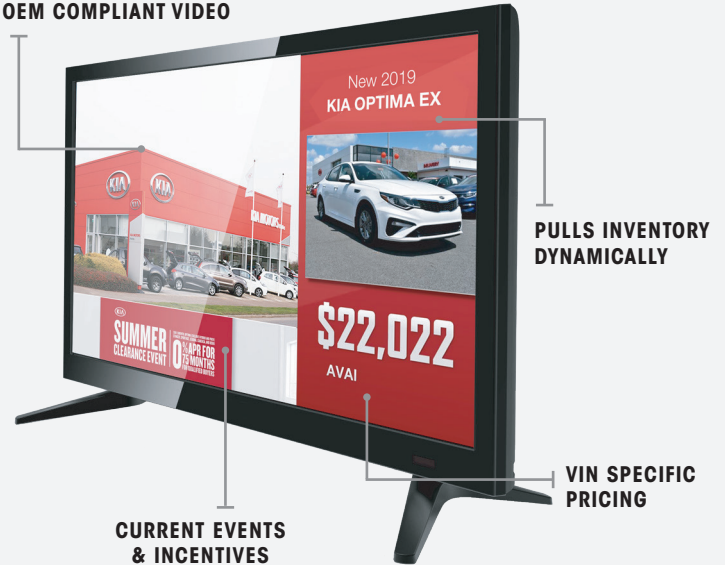


Combines social advertising with dynamic display and video advertisements into one package.

### PACKAGE INCLUDES:

- Customizable video through DMS/CRM data
- Video pulls live dealer inventory directly into your creative.
- Video ads used for retargeting and targeting consumers based on location, interests/ demographics through 3rd party data.

### OEM COMPLIANT VIDEO

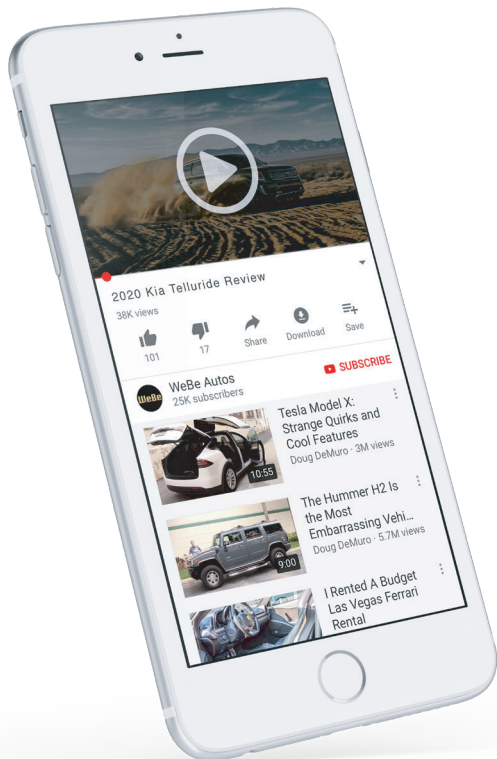


### DRIVE™ (SOCIAL & VIDEO)

# \$1,495/month

\$3,000 MINIMUM SPEND

Available but not limited to the following platforms:



### ONLINE VIDEO MARKETING



### PACKAGE INCLUDES:

- Video ads reaching customers through programmatic video ad buying as well as social giant networks and YouTube.
- Custom video production services with already integrated pre-roll ads for approved publishers
- Google-optimized campaigns leveraging location extensions, as well in-market shoppers, custom affinity audiences targeting keywords, retargeted users, 1st party database customers, and conquest URLs.

### STATIC VIDEO PRE-ROLL

# \$595/month

\$1,000 MIN. SPEND

VIDEO PRODUCTION: \$699

