

BannerLink™

Dynamic Rich Media Video Banner Ads

Data-driven BannerLinks put your vehicles a step closer to your customers.

- Allow customers to shop your full inventory without leaving their current site.
- Video listings within a BannerLink feature up to 12 images, music and text-to-speech voiceover, bringing each listing within the BannerLink to life.
- BannerLinks generate 2 times the interaction rate of standard Rich Media ads.*
- Contact Seller and Send to a Friend forms promote lead generation.

BannerLinks encourage prospective customers to deeply engage with your brand and your vehicles.

- Take advantage of user engagement to increase your potential ROI.
- Click-through rate isn't the only metric anymore. Not every click in a Rich Media ad unit produces a click-through. When a viewer clicks on a Rich Media unit, a number of outcomes are possible, including playing a video, viewing thumbnail, or otherwise "interacting" with the ad unit. BannerLink delivers more qualified leads.



How it works


- Select the banner size and style from our selection of IAB standard sizes.
- Your BannerLink inventory is automatically updated by your data provider.
- Once completed your BannerLink will be delivered in JavaScript — simply post on your desired websites or serve through your ad-serving software.

*Source: Double Click, 2007. Video Ad Benchmarks.

Functionality & Features

Logo placement builds brand awareness

Text-to-speech voice over and music bring listings to life



2009 Cadillac CTS
Tim Stockton Cadillac \$52,900
3.6L V-6 Sedan 1,030 Miles

Features:
Remote Power Locks Speed Sensing,
Front And Rear Power Windows With
Two One-Touch, Cruise Control, Four-
Wheel ABS, Four Disc Brakes [...more](#)

CONTACT DEALER **SEND TO A FRIEND** **MORE INFO**

Generate leads with email forms

Access a dealer's entire inventory

TIM STOCKTON
 *Cadillac.*
(312) 322-4000


2008 Chrysler Pacifica Touring
\$37,995


2009 Cadillac CTS
\$52,900


2009 Buick Lucerne CXL
\$43,490



SORT BY MAKE/MODEL

VISIT OUR WEBSITE



REPORTING

Know your ad performance

- See exactly how viewers are interacting with your banner.
- Expanded reporting tracks impressions, rollover engagement, website and vehicle click-thrus, vehicle views, video plays, vehicles sent to friends and email leads generated.