

Bannerlink®

Dynamic Rich Media Video Banner Ads

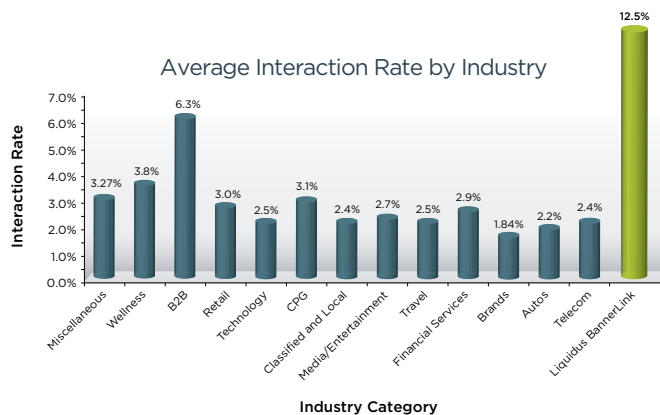
Hundreds of Vehicles. One Banner.

Liquidus' data-driven banner allows dealers to display hundreds of vehicle videos within one Rich Media expandable ad unit.

- Bring each vehicle to life with images, video clips, music and custom voiceover
- Increase consumer engagement with an interaction rate that is up to 5x higher than other Rich Media video ads*
- Promote lead generation with contact seller and send to a friend forms
- Create a personalized shopping experience with customizable sort functionality



Bannerlink provides consumers with multiple opportunities to interact with a dealer's brand and inventory.



"Bannerlink has been a very popular and successful ad format on Comcast.net, and has provided a significant incremental revenue opportunity for our sales groups."

Steve Klein

Sr. Director, Advanced Media,
Comcast Spotlight



*Source: Double Click, 2009. Video Ad Benchmarks.

Functionality & Features

Logo placement builds brand awareness

Human voiceover 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

Sort a dealer's 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.
- Bannerlink reporting tracks more than impressions and CTR. Advanced metrics include interaction rates, expansion rates, average video play time, email leads generated and much more.