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# How cars.com monetizes its legacy video library

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ews to maintenance guides, it empowers automotive k
need to make confident decisions.

"We pride ourselves in having so much content," said Melissa Klauda, Executive Producer. "Video has always been a huge part of that, but it's grown over the years as more advertisers and visitors expect it."

In 2009, Cars.com started using Brightcove to power their video library, and they've continued to use our product ever since. Not only did they find a video solution that met their immediate needs, they found one that scaled with them as their business grew.

## MANAGING AND MONETIZING A MASS[...] LIBRARY

Like the vehicles they listed, the content on Cars.com's website deprecia[...] everyone shops for brand-new vehicles, so older content about older car[...] value. This meant their video library had the potential to grow exponentia[...] need to manage it properly.

They needed a video management system that allowed them to organize[...] and publish assets anywhere they wanted—from articles to vehicle detai[...] could manage those assets, then they needed a way to easily monetize th[...]

As a well-known car listing service, Cars.com's audience was very valuab[...] automakers. As Melissa recalled, "We wanted to run pre-roll video ads to[...] providing value to our advertising partners on an OEM level."

While a number of video platforms offer monetization capabilities, they [...] included ad placement controls and ad networks with direct selling optio[...]

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**Melissa Klauda**
Executive Producer

## AUTOMATING VIDEO PUBLISHING AN
## INTEGRATING WITH AD NETWORKS

Using Brightcove's <u>IMA plugin</u>, Cars.com is able to sell pre-roll ads direct
through their GAM account. The team can enable ads on a player as eas
the color of the play button.

"We've explored other video players," noted Melissa. "But because of the
ease of use, we stick with Brightcove." Furthermore, with access to detail
provide their clients with accurate CPMs and reinforce their value.

To manage their video library, Melissa described how her team leverage
simple as creating our tagging structure, tagging all the videos, and they
we wanted them to go within seconds."

Using Smart Playlists, Melissa's team assigns tags to playlists so that wher
the assets automatically populate in those playlists. Then, they use <u>Bright</u>
those playlists in different viewing experiences, like grids or carousels. Th
assigned to the proper sections on the website, videos will publish to mul
literal seconds by simply adding tags.

RIVING CUSTOMER ENGAGE
:VENUE

Since partnering with Brightcove, Cars.com has published over 3,000 videos on its website, increasing organic views each month. Better still, the pre-rolls on those videos contribute to their annual digital ad revenue.

In addition to the simplicity of Brightcove's monetization and video management tools, Melissa appreciates how the analytics help her monitor performance. "The insights and my dashboard are simple. When I'm on other platforms, I have to jump through hoops. With Brightcove, it's super easy to access, and the quality of analytics has continued to improve."

Besides ease of use, nothing is more important in the tech world than reli
like Cars.com stay with us for that one simple reason. "We've been custor
because Brightcove's worked for us for over 15 years," Melissa observed.
changed our strategy, it's served us through all of that."

# Ready, set engage

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...eam

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