dex **media**.



Brings your business to life.

Video brings your business to life and tells your story in a more engaging way than just words on a page. Video creates a story and conveys emotion.

WHY DOES YOUR STORY NEED TO BE IN VIDEO?

Stand out from your competitors with cutting edge and up-to-date videos

Increase conversions and enhance your SEO

YouTube® is the second largest search engine

AUTO-REFRESH VIDEO

- A 30 second video with quarterly updates
- · Highlights your business and reviews
- · Includes music, text, and photos

CUSTOM VIDEO

Full motion on-site video shoot

Three (3) - 60 second videos designed for:

- Showcasing your competitive advantage
- Introducing and personalizing your business
- · Sharing how-to tutorials
- · Highlighting service/products offered and more

Two (2) - 15 second call-to-action videos for ad distribution:

- · Top video networks
- 10,000 guaranteed video views1

Background video for your DexHub website

360 DEGREE VIRTUAL TOUR

- Add-on feature for DexHub Premium
- Automatically submitted to Google® Street View

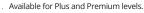


DID YOU KNOW?

- More than 60M U.S. adults who use mobile devices view online video as a source of information when searching for local services²
- After viewing an online video, 53% of consumers contact the company²

READY TO GET STARTED?

Call your Consultant for more information or visit DexMedia.com.



^{2.} Available for Premium level only.



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DEXHUB® THE POWER OF VIDEO (**)-(**

Showcase your business with visual impact.

Video enhances your digital and social media efforts by engaging visitors, helping to convert shoppers into buyers.

Last year online video accounted for 64% of all consumer internet traffic, and this number is expected to rise to 69% by 2017 and 70% by 2018.

- Cisco

In 2015 video viewers were 1.68X more likely to buy than non-viewers.

- Invodo

Video views grew 42% yearover-year from 2014 to 2015. - *Invodo*





96% of consumers find videos helpful when making purchase decisions.

- Animoto

Businesses using video grow company revenue 49% faster year-over-year than organizations without video.

- Aberdeen and Vidyard

77% of consumers say they've been convinced to buy a product or service by watching a video.

- Wyzowl

4X as many shoppers would rather watch a video about a product than read about it. - Animoto

Social Video generates 1200% more shares than text and images combined.

- Brightcove

More than 80% said they are watching more online video today than they were a year ago.

- Forbes



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