

Flick Fusion and WheelsTV Form Strategic Alliance to Offer VIN-Specific Vehicle Inventory Videos to Auto Dealers

URBANDALE, IA, UNITED STATES, March 21, 2016 /EINPresswire.com/ -- [Flick Fusion](#) and WheelsTV announced today that the two companies have formed a strategic alliance that will increase the distribution of Flick Fusion's VIN-specific vehicle inventory videos to auto dealerships nationwide. Effective



immediately WheelsTV is leveraging Flick Fusion's SmartFlicks technology platform to expand the virtual test-drive product offerings of its [Dealer Video Showroom](#) (DVS) platform.

"WheelsTV's virtual test drives have set the industry's highest standard for a quality product that engages the consumer, builds excitement and creates an emotional response to a vehicle," said Tim James, COO of Flick Fusion. "We are honored to be their inventory video marketing platform of choice and enthusiastic about the opportunity to help their dealership customers sell more cars."

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Flick Fusion's [SmartFlicks platform](#) automatically generates dynamic, VIN-specific inventory videos. Dealers can choose to use an automated slideshow video or shoot a live video with their camera of choice. The SmartFlicks platform does the rest, including:

- Automatically generates a VIN-specific video with overlays displaying real-time incentive data such as consumer rebates, APR or bonus cash
- Incorporates the most accurate information based on a shopper's behavior or geo-location
- Performs real-time data updates automatically
- Generates enticing calls to action for customers
- Adds lifelike human voiceover audio track created from VIN-specific data
- Automatically distributes completed inventory videos to Autotrader.com, Cars.com, YouTube and other third-party sites

"With the addition of SmartFlicks, the Dealer Video Showroom offers a complete suite of must-have video sales tools," said Jim Barisano, Chairman & CEO of WheelsTV. "Our dealers can now implement a comprehensive video marketing strategy that stretches from initial consideration to purchase. We are extremely pleased to be working with the good folks at Flick Fusion."

WheelsTV has produced over four thousand dealer-friendly and consumer-friendly video test-drive reports covering the best attributes of every make and model in the North American market. Auto dealers using WheelsTV's Dealer Video Showroom platform now have a complete video solution to use on their Vehicle Details Pages (VDPs), Search Results Pages (SRPs), third-party sites and in lead response emails.

"One of the biggest challenges for auto dealers is getting leads to respond when the salespeople reach out," said Lehel Reeves, WheelsTV President and Director of Sales. "We have found that including a DVS video test drive in lead response emails with a link to the dealer's inventory can double the lead response rate."

The Dealer Video Showroom/SmartFlicks combination enables dealers to first capture a car shopper's attention with entertaining and informative virtual test drives. Consumers can then browse dealers' VIN-specific inventory videos for the car that best fits their needs. A video marketing strategy designed to reach car shoppers through the entire purchasing lifecycle has been proven to generate more leads, more actual test drives and more sales.

Live demos of Flick Fusion's VIN-specific inventory videos showcased on the WheelsTV DVS platform will be available in Booth #3307C at the 2016 NADA Convention & Expo in Las Vegas, Nevada, March 31st - April 3rd.

The SmartFlicks platform includes more than a dozen products that Flick Fusion offers to auto dealers through its network of industry partners. For more information, call Flick Fusion at 515-333-4337.

About WheelsTV

WheelsTV is a video technology company that creates and distributes original automotive content for Internet portals, dealer websites, 3G mobile platforms, IPTV networks, OEM showrooms, VOD and cable systems.

WheelsTV owns and continually adds to a large library of video test drives and general interest automotive content. Its founders are multi-award-winning producers of numerous general-interest automotive television series distributed on various networks including the Discovery Channel, Speedvision, The Outdoor Life Network, PBS and to over 100 countries, worldwide. WheelsTV's patent-pending interactive video platform is the first of its kind to offer virtual test drives to the U.S. automotive market.

About Flick Fusion

Flick Fusion offers a full-solution video hosting, marketing and distribution platform to automotive and other inventory-based industries. The platform delivers automated, integrated and rule/behavior-based, including geo-targeted, video content in real-time, across multiple touchpoints and throughout the entire purchase cycle.

Flick Fusion makes it easy for dealers to create desktop and mobile-friendly vehicle inventory videos, video email and customer engagement videos such as testimonials, service department overviews and more. Videos are proven to capture more buyers' attention, advance organic SEO rankings, generate leads and increase conversion rates. The Flick Fusion system builds emotional value and customer loyalty for more than 3,500 brands and preferred partners.

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