The media operating system for automotive retail.

One offer. Ninety seconds. A complete campaign.

AutoAddy turns a single OEM offer into a complete, compliant campaign (research, creative, video, landing pages, ads, and performance) in minutes, then learns from every run.

01 About AutoAddy

AutoAddy is the marketing operating system built exclusively for automotive dealership groups and their agencies. It replaces the fragmented inbox-and-agency workflow dealerships have relied on for decades with one intelligent system: from OEM offer to market intelligence, creative production, OEM and co-op compliance, deployment, and performance.

The platform is multi-tenant and production-grade: a Creative Factory that generates coordinated campaign assets (including cinematic short-form video), a Media House that runs library, approval, and compliance workflows, and an AdOps / Mission Control layer that deploys spend and narrates results in plain English. Every campaign compounds into the next.

AutoAddy is built by dealership marketing operators, for real production, real compliance, and real rooftops. Additional information is available at www.autoaddy.com.

02 Our Purpose

The future of dealership marketing will not be defined by larger agencies or more disconnected software. It will be defined by intelligent systems that eliminate friction, move faster, learn continuously, and let marketing teams focus on strategy instead of operations. Not by replacing people, but by removing everything that slows them down.

Our vision is one offer in, a complete campaign out, continuously learning, so dealership groups can stop chasing their media operation and start running it.

03 Three engines, one closed loop

Creative Factory

One offer in. A complete campaign out.

Offer ingest, market and audience intelligence, and multi-channel generation from a single strategic foundation. AutoAddy produces landing pages, email, search, display and social, radio, SEO briefs, and cinematic short-form video spots: coordinated, on-brand, and ready to review.

Media House

Production, approvals, and OEM compliance in one library.

Creative library, version history, approval and revision workflow, rooftop brand kits, and OEM and co-op compliance tracking. Assets live in one place across stores and markets instead of Dropbox, Drive, WeTransfer, and email threads.

AdOps / Mission Control

Deploy, measure, and learn.

Cross-platform deployment, spend, and performance in one command center. Mission Control narrates CPL and CPA, leads, creative, and tracking health, then compounds the lessons so the next campaign starts smarter, not from zero.

04 Target Market

U.S. automotive dealership groups and their in-house or agency media teams. AutoAddy is purpose-built for multi-rooftop operations spanning Ford, Hyundai, GM, Toyota, Honda, Kia, Subaru, and other franchises, where OEM deadlines, co-op rules, and selling windows leave no time for a three-day revision cycle.

05 Competitive Differentiators

Not another digital marketing agency. Not another generic AI content generator. Not another pile of disconnected tools. AutoAddy is automotive-only: rooftop brand kits, vehicle libraries, OEM and co-op compliance, and a closed loop from offer to learning. Built by operators who have lived the approval chains, compliance packets, and OEM drop calendars the product is designed to run.

06 NVIDIA Inception

AutoAddy is a member of NVIDIA Inception, NVIDIA’s program for startups advancing industries with AI — accelerating the intelligence behind our media operating system for automotive retail.

AutoAddy already generates GPU-backed cinematic video as part of the Creative Factory: image-to-video plates composited into broadcast-style deliverables. We're working toward NVIDIA GPUs with NIM and TensorRT for video and LLM inference, and NVENC for transcode and

composite, so we can self-host generation, cut latency and cost, and scale to 20–30 concurrent spots.

07 Boilerplate (long)

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08 Boilerplate (short)

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09 Contact

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