

ABOUT ARAMISAUTO

Aramisauto.com is a digital and multi-brand car seller, offering new and used cars to individuals, on the Internet and in a network of sales offices in France.

Aramisauto.com trusts Authôt for **subtitling of its videos posted on social networks!**

Our contact: **Julien RENAULT**

Community Manager
at Aramisauto.com



CHALLENGES

- **Accessibility** : With a growing number of mobile users, Aramisauto needs videos to be accessible to all, for example in the public transport.
- **Logic of SEO** : Aramisauto wants to create content from its videos in order to improve indexation.
- **Professionalism** : Aramisauto wants a real management for its files and a follow-up, notably for specific requests.

SOLUTIONS

- **Captioning**: This service allows them to make videos accessible on social networks such as YouTube or Facebook.
- **VSEO indexation**: Videos' transcription gives Aramisauto a better referencing thanks to key words.
- **Back-office**: Authôt team manages its projects and stays available for specific requests (ex: speakers distinction).

"I appreciate Authôt's professionalism and reactivity in the follow up of my files."

Watch Julien Renault's interview: [here](#)

Authôt.com

+33 1 58 46 86 88 - contact@authot.com

RESULTS

Registration:
05/29/2017



Number of subtitled
videos:
21

Number of videos
on YouTube: **81**

You Tube



Orders: **2 orders in
2 months**