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Due to trailers initially being shown after, or "trailing", the feature film, the term "trailer" was used to describe the promotion; despite it coming before, or "previewing", the film it was promoting.

[Trailer \(promotion\) - Wikipedia](https://en.wikipedia.org/wiki/Trailer_(promotion)) : wiki : Trailer_(promotion)

The term "trailer" originally referred to a promotional advertisement for a feature film that was shown after the end of a screening. These "trailers" trailed the main feature, hence the name.

[How did movie 'trailers' get their name? - Quora](https://www.quora.com/How-did-movie-trailers-get-their-name/) : How-did-movie-trailers-get-their-name

[The Conjuring 2 also touches on the Warrens' most famous and most documented case, The Amityville Horror](https://en.wikipedia.org/wiki/The_Conjuring_2)

[The Conjuring 2 - Wikipedia](https://en.wikipedia.org/wiki/The_Conjuring_2) : The_Conjuring_2