



Impel's 360° WalkArounds Drive Customer Engagement and Conversion on Cars.com

Detailed analysis of Cars.com vehicle listings shows a significant increase in all low-funnel shopper behaviors after implementing Impel's 360° WalkArounds.

Navigating the limitations of traditional photo listings

With the rise of online marketplaces and the rapid growth of competitive third-party aggregators, Cars.com needed to deliver increased differentiation and greater conversion results to retain and grow their customer base. Automotive dealerships were investing more heavily in digital merchandising solutions to increase VDP engagement on their websites, creating a disjointed consumer experience when compared to the static, one-dimensional images on third-party listing sites.

"We wanted a solution that would engage car shoppers by replicating the in-depth exploration and immersion of a physical showroom, while maintaining the convenience and ease of online shopping." - Cars.com

Bringing the showroom experience to life online with Impel

Cars.com analyzed listings from more than 400 dealers across the country, encompassing over a million visits over 60 days. Cars.com found that 360° WalkArounds drove a significant increase in all low-funnel shopper behaviors, including submitting leads and saving car listings for later viewing. Dealer website clickthrough traffic also increased by 36% on average.

By incorporating Impel's 360° WalkArounds into their platform, Cars.com enabled dealers to extend their digital showroom experience to their Cars.com listings, creating an enhanced and consistent shopper experience and driving greater business results for their dealers. Cars.com also strengthened their market position and brand by delighting millions of consumers with more engaging and immersive listings.

About Cars.com

Launched in 1998, Cars.com connects car sellers and shoppers with an innovative digital marketplace augmented by data-driven intelligence. The award-winning brand is now one of the largest automotive classified sites in the US and a go-to resource for car shoppers all over the country.



The Challenge

Third-party listing platform needed to increase engagement and results given increased competition and growing dealer digitalization

The Solution

Impel's 360° WalkArounds extend the dealer digital showroom experience to Cars.com third-party listings, driving engagement and conversions

Business results

92% Saved Cars

increase

68% Leads Submitted

increase

36% Dealer Website Visits

increase

"When we partnered with Impel to measure the impact of 360° WalkArounds, we found major improvements to user engagement, lead generation, and conversion rates compared to traditional photo listings. We were blown away by the results – and so were our dealers and their consumers!" - Cars.com

Ready to transform your VDPs and extend your dealership's digital showroom experience to your third-party listings?

Visit us at impel.ai or call +1 84 GETIMPEL to book your demo today.

