



Impel Partnered with Dominion Dealership Solutions to Help Dealers Sell Cars Faster

Impel's 360° WalkArounds® enable an industry-leading DMS and merchandising provider to expand their service offering to help dealers sell more cars

Stagnant sales growth demands new merchandising solutions

As a leading solution provider for automotive dealerships, Dominion Dealership Solutions was battling stagnant sales growth across the industry. The traditional approach to car sales was increasingly ineffective given ongoing digital disruption, the onset of the pandemic and rapidly changing consumer habits. They needed to offer a solution to their dealerships that would engage online customers and move them down the purchase process.



The Challenge

Continued digital disruption pushes dealers to invest in digital engagement capabilities

The Solution

Impel's immersive 360° WalkArounds increase shopper engagement and dealer purchase rates

"Automotive shoppers are demanding more from their car buying journey as most of the buying journey now happens online. Our goal was to find a solution that would help our dealers significantly increase online engagement, conversions and inventory turns." - Dominion Dealership Solutions

Accelerating car sales with interactive buying experiences

Dominion Dealership Solutions partnered with Impel to incorporate Impel's 360 WalkArounds in their suite of merchandising solutions. Unlike static images and cluttered VDPs, 360 WalkArounds enable dynamic and engaging exploration of each car's interior and exterior, complete with panoramic views, panning, zooming, and informational hotspots to highlight every detail. Dominion then conducted a study of over 4,000 dealers across their network, which demonstrated significantly higher inventory turns for new, used, and CPO vehicles.

About Dominion Dealership Solutions

Established in 1989, Dominion Dealership Solutions offers a wide range of tools that help automotive dealers manage their inventory and drive profit. They pride themselves on their abilities to address everyday challenges with innovative software solutions, merchandising and marketing experience, and client service.

Faster Inventory Turn

17.3%

improvement

New Cars

67 vs 81 days in inventory

18.9%

improvement

CPO Cars

69 vs 85 days in inventory

35.9%

improvement

Used Cars

43 vs 67 days in inventory

*"By adding Impel's 360° WalkArounds to our suite of merchandising options, we've helped dealers improve online lead conversions and unit sales. The best results we saw was with used car sales, with **average time spent in inventory dropping from 67 to 43 days.**" - Dominion Dealership Solutions*

Ready to transform your digital showroom and supercharge your car sales?

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

