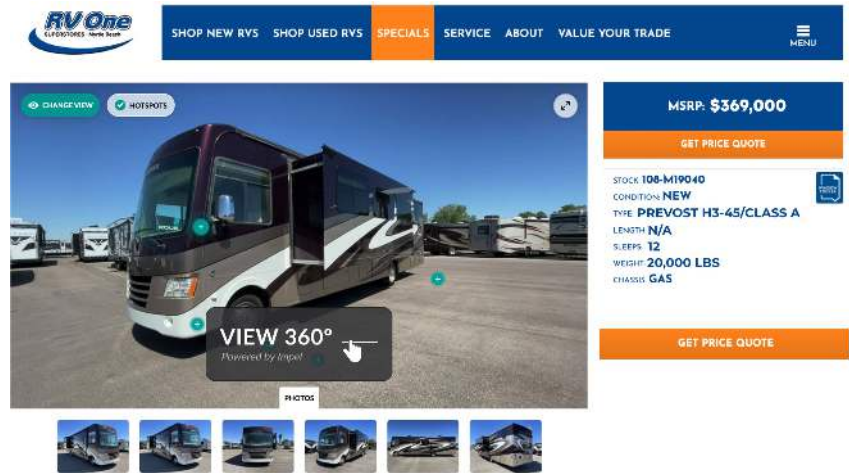


Driving Results for Specialty Vehicle Dealers

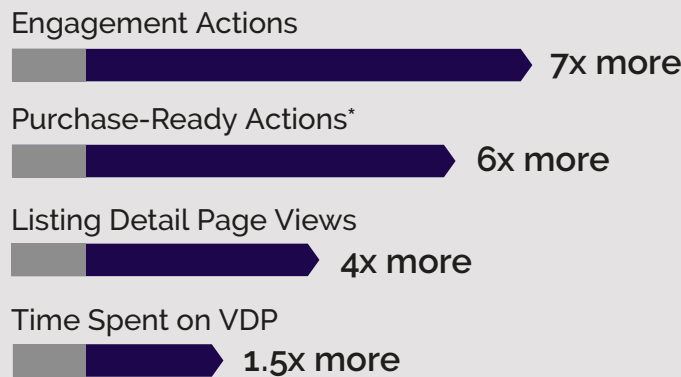
Impel partnered with RV One to measure the impact of 360° WalkArounds on shopper engagement and conversion

In-Market Evaluation

- » Two-month measurement period
- » Detailed performance analysis of 12 RV One locations across the U.S.
- » Comparison of shopper engagement and conversion metrics for listings with Impel 360° WalkArounds vs. traditional photo-only listings



360° WalkArounds Drove a Significant Increase in All Low-Funnel Shopper Behaviors*



*Click through to lead form, direction mapping, email messages sent

360° WalkArounds give specialty vehicle dealers a measurable advantage

Talk to your Impel rep today to learn how you can bring the physical showroom experience to your online shoppers!