

# »» Driving Results for Specialty Vehicle Dealers

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

## In-market Evaluation

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



In partnership with



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

### Engagement Actions

7x more

### Purchase-Ready Actions\*

6x more

### Listing Detail Page Views

4x more

### Time Spent on VDP

1.5x more

\*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!