Impel

Polk By IHS Markit

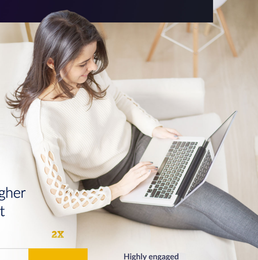
DIGITAL MERCHANDISING IMPACT STUDY

A partnership between Impel and Polk to understand the relationship between online shopper merchandising engagement and vehicle purchases.

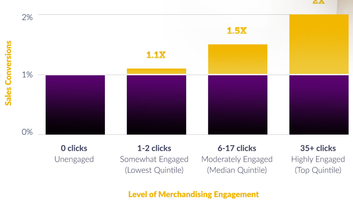
A comprehensive analysis of:

Nearly	More than	From
4M	**60K**	**200+**
Online Car Shoppers	Vehicle Purchases	US Auto Dealers

ENGAGED SHOPPERS ARE **SERIOUSLY** MORE LIKELY TO BUY.



Sales conversions steadily increase with higher levels of online merchandising engagement



Highly engaged shoppers purchase at

2X

the rate of unengaged shoppers

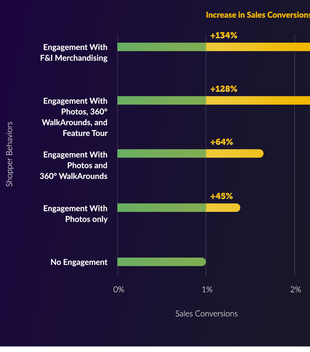
ENGAGEMENT WITH SPECIFIC ONLINE MERCHANDISING TOOLS CORRELATES WITH **SERIOUS** SALES CONVERSIONS.

How shoppers engage online is as important as how **much** they engage

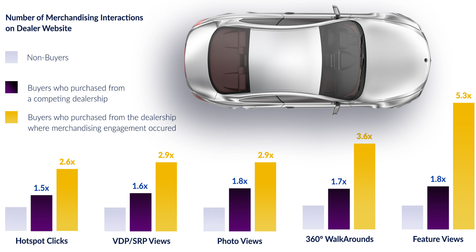
Shoppers who engage with specific merchandising tools demonstrate up to

134% HIGHER

conversions to sales than unengaged shoppers



VEHICLE BUYERS DEMONSTRATE **SERIOUS** ONLINE BEHAVIORS.



Buyers interact up to **5.3X MORE** than non-buyers

WANT TO DRIVE **SERIOUS** SALES? GET SERIOUS ABOUT DIGITAL MERCHANDISING.

The Road to Merchandising Success for Auto Dealers

STEP 1 - Perfect the basics

Ensure availability of high-quality vehicle photos for 100% of inventory.

STEP 2 - Add new merchandising tools

360° WalkArounds and Feature Tours create more opportunities for shopper engagement.

STEP 3 - Drive shoppers back to your website

Retarget likely buyers with personalized ad experiences powered by rich merchandising content.

STEP 4 - Expand digital merchandising efforts beyond the web

Leverage data, content and technology to improve performance of your BDC, sales team and F&I office.

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