

# »»» Digital Merchandising

## Bring Your Showroom to Life Online



**100%** CO-OP ELIGIBLE

DEALER DIGITAL SOLUTION



### Enabling GM Dealers to Turn Online Shoppers Into Buyers

Buyers have come to expect greater levels of transparency and personalization in every interaction, and vehicle shopping is no exception. Give them the showroom experience they demand, every time. Online. With Impel.



**71%** Increase in goal conversions

**186%** Lift in average time on site

**61%** Increase in pages visited

Source: in-market aggregate data from GM dealers across the U.S.

An exclusive digital merchandising program for GM CarBravo dealers

- CarBravo-preferred and recommended 360 WalkAround provider
- Automatic syndication to dealer site, Cars.com, CarGurus, Edmunds, and more
- The only 100% co-op eligible digital merchandising solution for CarBravo
- CarBravo dealers using Impel receive a \$75/ month credit off the portal fee (a 75% savings)

### 360° WalkArounds®

Transform static VDPs into interactive experiences that build shopper trust

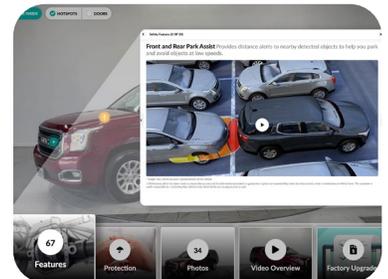
CarBravo's preferred vehicle imagery solution, currently utilized by over 350 GM dealers on CarBravo. Help shoppers fall in love by enabling them to explore every aspect of a vehicle from any angle, anytime, anywhere. Put shoppers in complete control with interactive and immersive vehicle exploration. And with Impel's Capture App, dealers can capture 360° exterior walkarounds, interior panoramic video and 64 still images in five minutes. It's the competitive advantage that thousands of dealers use to keep shoppers on their site longer.



### Feature Tour®

A revolutionary way to showcase each vehicle's most valuable features

Feature Tour brings carefully crafted videos, images and explainer content to your VDPs, showcasing vehicle features in easy-to-understand ways based on each shopper's specific preferences. By educating consumers with rich, OEM-endorsed multimedia content, retailers can differentiate their inventory and increase margins. And because we track what features each user looks at, your sales team has the insights they need to provide truly personalized follow-ups.



### AI Virtual Booth

A premium photo booth for your digital showroom

(AVAILABLE AS AN ADD-ON PRODUCT WITH 360° WALKAROUNDS)

Impel's AI Virtual Booth delivers an authentic photo booth experience without the need for expensive capital investments, additional hardware or dedicated physical space. Featuring a variety of adaptive 3-D backgrounds, automated denoising and resizing, and an array of customization options, AI Virtual Booth provides a realistic studio environment that increases interactivity and establishes visual consistency across your VDPs and vehicle spins.



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### Video Tour™ (with Video Test Drive)

The most cost-effective way to add full-motion video walkarounds to your VDPs

Help shoppers fall in love by enabling them to explore every aspect of a vehicle from any angle, anytime, anywhere. Put shoppers in complete control with interactive and immersive vehicle exploration. And with Impel's Capture App, dealers can capture 360° exterior walkarounds, interior panoramic video and 64 still images in five minutes. It's the competitive advantage that thousands of dealers use to keep shoppers on their site longer.



### AI Image Enhancement

Studio-quality image processing and customized studio backgrounds

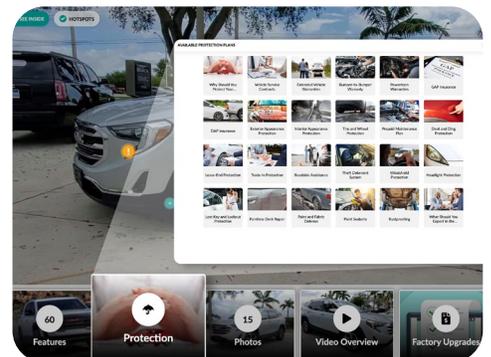
Impel's AI-powered solution delivers an authentic photo booth experience without the need for expensive capital investments, additional hardware or dedicated physical space. Featuring a variety of adaptive backgrounds and customization options, AI Image Enhancement delivers realistic environments that increases interactivity and establishes visual consistency across your SRPs.



### F&I Advantage

A better way to merchandise protection and insurance products

F&I Advantage builds interest and educates consumers before they ever arrive at the showroom, enabling personalized conversations and improving attachment rates. Showcase warranty and protection plans directly on your VDPs. Our Needs Assessment provides personalized recommendations to shoppers based on lifestyle needs. Additionally, F&I product offerings can be customized based on vehicle type, make and mileage.



### Damage Tagging

Build shopper trust through transparency in merchandising

Automated Damage Tagging enables dealers to seamlessly document and present a vehicle's true condition directly on a VDP. Dealers can document damage while capturing images for online merchandising, quickly tagging up to 45 discrete interior and exterior locations for accurate damage visualization, including close-ups and details on damage type severity.

