

Enabling Hyundai Dealers to Turn Online Shoppers Into Buyers

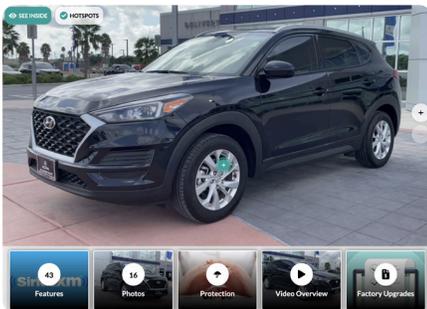
100% co-op reimbursement when enrolled with a certified website provider, digital advertising provider, or digital retailing provider

+23%
Increase in time on VDPs

+29%
Lift in VDP conversion rates

+36%
Inventory turn increase

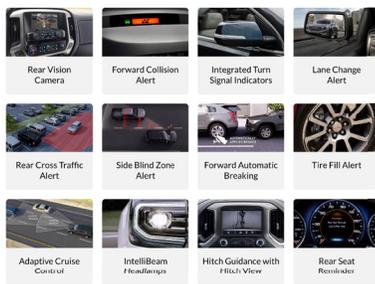
Source: in-market national performance analyses by major OEM franchise networks



360° WalkArounds® - Transform static VDPs into interactive experiences that build shopper trust

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 AI-Guided Capture App, dealers can capture 360° exterior walkarounds, panoramic video, a full-motion Video Tour, and 64 still images in under ten minutes. It's the competitive advantage that thousands of dealers use to keep shoppers on their site longer.

SAFETY FEATURES



Feature Tour® - A revolutionary way to showcase each vehicle's most valuable features

Today's technically advanced vehicles are filled with features that are difficult to explain. And long lists and descriptions do little to help shoppers feel more informed. Feature Tour addresses this challenge by bringing 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.



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

Online consumers have come to expect high-quality, multimedia experiences. That's why we created the industry's most cost-effective, programmatic solution for full-motion video merchandising. Retailers can easily create professional-quality interior and exterior videos with voiceovers highlighting key vehicle features and options. The videos are automatically generated from your existing inventory data feeds and 360° WalkArounds so no additional tools or image capture are needed. Videos are live on your site within 24 hours, optimized for SEO and syndicated to social media sites to drive more traffic to your website.



AI Image Enhancement - Imaging technology that transforms your VDPs

Impel's advanced image & background enhancement technology enables dealers to showcase their vehicles with clean, consistent, professional-looking visuals and background environments. Powered by adaptive computer vision AI, Impel's automated imaging solution optimizes image quality, removes background clutter and ensures compliance with OEM-mandated imaging requirements – by delivering rich and authentic inventory photos for every vehicle on your lot.



Damage Tagging - Build shopper trust through transparency in merchandising

Impel's Automated Damage Tagging capability enables dealers to seamlessly document and present a vehicle's true condition directly on a Vehicle Details Page (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. Damage Tagging also enables close-up images and lets dealers provide details on type and severity of damage.

Onboarding & Training

Our implementation specialists will ensure a successful launch, working with your team to get you up and running in no time.

Customer Success

Your dedicated customer success manager will be with you every step of the way, ensuring that your digital merchandising efforts drive meaningful business results.

Monitoring and Reporting

With Impel's automated monitoring and reporting, you'll have the information you need to drive true accountability and higher performance.

Full Google Analytics Integration

A single location for all of your digital merchandising and marketing analytics.

Seamless Integrations and Partnerships

Our expansive network of partners and integrations around the globe represents one of the most connected ecosystems in the automotive industry. From website providers and inventory feeds to digital retailing vendors, CRM systems, and DMS platforms, we integrate with the partners and providers you depend on. It's one of the ways that we ensure that your business will never skip a beat when you work with Impel.

Technical Support

Our experienced product and technical specialists are available to handle any issues or questions that arise so that your merchandising never stops.