



IAA partners with Impel to Roll Out Advanced Digital Merchandising

The Opportunity

Technological disruption has permanently reshaped consumer behavior. Retail e-commerce is a \$856 billion dollar industry that continues to grow exponentially¹. Shoppers have grown accustomed to personalized, online experiences, even in industries such as fashion, healthcare and eyewear, where online retailing was once thought to be impossible.

In today's car buying journey, 95% of shoppers conduct research online² and over 61% of the touchpoints are digital³. Traditional automotive dealerships have begun to embrace new technologies including digital merchandising and retailing capabilities. With wholesale buyers already leveraging digital technologies at their dealerships, they have now come to expect the same capabilities and experiences from their auction partners. Because online channels now drive well over half of all sales activity for the nation's largest auction services providers, digital merchandising capabilities have become a critical driver of their success and are now a must-have.

Automotive Retail



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The Solution

As an early innovator with industry-leading vehicle evaluation and digital bidding tools, IAA identified the opportunity for taking advantage of advanced digital merchandising capabilities in the wholesale space. The company partnered with Impel to rollout the salvage auction industry's first 360° WalkAround® platform across all of its auction locations.

IAA's 360 View™ technology, powered by Impel, was developed based on extensive buyer research. 360 View enabled IAA to recreate the physical inspection process by allowing online auction buyers to examine a vehicle's exterior, interior and undercarriage from any angle or distance.

1. U.S. Department of Commerce
2. Google/comScore
3. Cox Automotive

Digital merchandising technology provides benefits for auction buyers and sellers:

- For vehicle buyers, IAA 360 View™ offers an enhanced vehicle research, bidding and buying experience. Buyers can spin the image in a complete circle to fully view the exterior, interior and undercarriage of any vehicle. They can also zoom in on critical areas of the vehicle for additional detail and high-resolution views.
- For vehicle sellers, the technology delivers a more transparent and comprehensive view of their assets, driving additional bidding activity and higher vehicle sales prices.

The Results

IAA and Impel conducted an in-market evaluation of the new technology. The companies piloted the technology at 10 locations across the United States and monitored bidding activity and vehicle selling prices for a period of three months. By comparing auction performance at the pilot locations against results from similar locations in a carefully-controlled study, the company found that the technology generated:

- A **\$300 to \$600** average increase in selling price per vehicle
- **2.2** additional bids per vehicle
- Increased buyer confidence

The Roll-Out

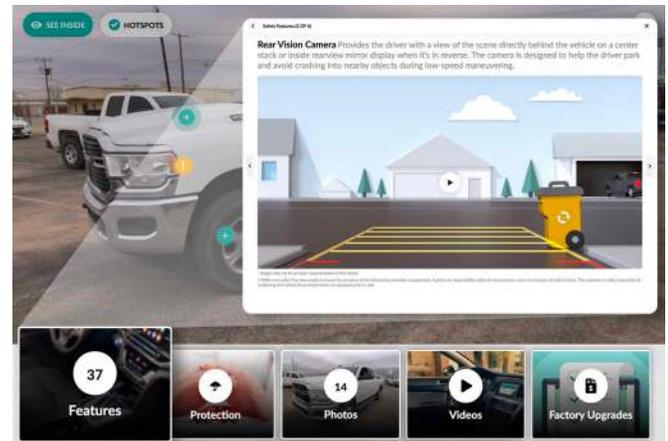
At the conclusion of the in-market evaluation period, IAA rolled out 360° View to all locations in the U.S., Canada & UK.

John Kett, CEO and President of IAA, had this to say about the technology when it was publicly announced in this [release](#): "The launch of IAA 360° View is truly the best-in-class way to show and merchandise vehicles. Leveraging this photo imagery technology is a result of listening to our buyers describe what they need, then reimagining how to provide the most consistent, detailed vehicle imagery. From nearly a year of pilot programs, we know that our global buyers have greater trust and confidence in their bidding and buying as a result of IAA 360° View."



Subsequent Roll-Out of Feature Tour®

Based on the success of 360° View, IAA worked with Impel to add Feature Tour® to its online auction platform. With this new capability, buyers are now able to quickly and easily identify value-added features and options that are present on each listed vehicle. Powered by Impel's cloud-based software platform and comprehensive database of OEM-endorsed multi-media content, Feature Tour provides IAA's buyers with quick and easy access to each vehicle's factory-installed features and options. By providing easy-to-understand videos, graphics and explainer content, buyers are able to make more confident and informed purchase decisions. Feature Tour also provides buyers with the ability to customize their evaluation of vehicles based on specific areas of interest, including safety, performance, technology and convenience features. This new capability was rolled out across all IAA locations in the US, Canada and the UK.



About IAA

IAA, Inc. is a leading global marketplace connecting vehicle buyers and sellers. Leveraging leading-edge technology and focusing on innovation, IAA's unique multi-channel platform processes approximately 2.5 million total-loss, damaged and low-value vehicles annually. Headquartered in Westchester, Illinois, IAA has over 3,800 employees and more than 200 facilities throughout the U.S., Canada and the United Kingdom. IAA serves a global buyer base located throughout more than 135 countries and a full spectrum of sellers including insurers, dealerships, fleet lease and rental car companies, and charitable organizations.

About Impel

Impel offers automotive dealers, wholesalers, OEMs and third-party marketplaces the industry's most advanced digital engagement platform. The company's end-to-end omnichannel solution leverages proprietary shopper behavioral data and AI technology to personalize every touchpoint across the entire customer journey. Impel's merchandising, communication, marketing and imaging applications build greater trust between buyers and sellers by enabling exceptionally engaging experiences that turn shoppers into buyers.

