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



Impel AI

In partnership with

BLUE COMPASS RV

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!