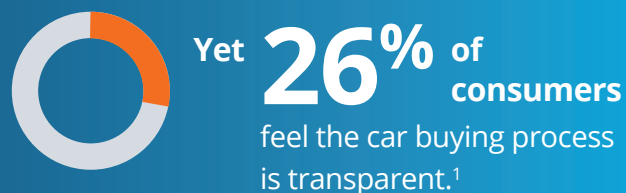


# PROVE TO ONLINE SHOPPERS THAT YOUR LISTINGS HAVE NOTHING TO HIDE



There is disconnect between dealers and shoppers when it comes to transparency. Your dealership and the industry as a whole have made great strides in being more transparent. But if consumers don't think you're transparent, they won't buy from you.

It's an obstacle you'll need to overcome if you want to sell more.



**Transparency through merchandising is one way to bridge the gap. With shoppers making more and more decisions online, optimizing your VDPs is how you can build transparency from the get-go.**

**To prove to consumers that your dealership is transparent,** openly disclose information that consumers perceive as being obscured.

**DAMAGE** – 9 in 10 shoppers state it is very important to see damage details on a 360-degree spin.

**FINANCING** – 8 out of 10 shoppers feel that including financing information in advertising makes them feel the dealer will be open and straightforward.

**360-DEGREE SPINS** – 53% of shoppers want to see a 360 when evaluating vehicles online. Plus for the first time, 360-degree spins are the preferred media for car shoppers.



**See how vAuto Merchandising makes your VDPs more transparent.**

**[vauto.com/merchandising](https://vauto.com/merchandising)  
(877) 834-6224**

**BOTTOM LINE:**  
**BEING OPEN AND HONEST CREATES THAT LEVEL OF TRANSPARENCY THAT BREAKS DOWN NEGATIVE DEALER STEREOTYPES AND INFLUENCES SHOPPERS' BUYING DECISIONS.**

<sup>1</sup> <https://financialpost.com/pmnp/press-releases-pmnp/business-wire-news-releases-pmnp/visual-search-wins-over-text-as-consumers-most-trusted-information-source>

<sup>2</sup> HomeNet Spin Research, 2021.

# SUCCEED IN BOTH HALVES OF THE SHOPPING DECISION

There are two cognitive ways shoppers make buying decisions, regardless of whether it is in person or online: deselection and selection. Car shoppers are no longer just browsing (deselecting) but making decisions (selecting) online.

## DESELECTION:

Shoppers use filters, AI and/or algorithms to weed out irrelevant products and information.

## SELECTION:

Once shoppers decide what is relevant, they move to the selection phase. It is often an emotional trigger that starts the process on selection, then they rationalize why they made that choice.



## SIGNALS THAT SHOPPERS ARE SELECTING ONLINE:



**76% of shoppers** are open to the idea of **buying completely online.**<sup>3</sup>



In 2021, **Carvana** sold **425,237 units**, a **74% gain** over 2020.<sup>1</sup>



When it comes to searching for a car, **71% of shoppers only compared cars online.**<sup>2</sup>



**50% of car buyers** visit **one dealership** before purchasing a vehicle.<sup>4</sup>

To influence shoppers, you'll need to optimize every VDP.

## START WITH THE MEDIA CAROUSEL.

- > **67% OF SHOPPERS INTERACT WITH THE VDP PHOTOS.**
- > **THAT'S 4X MORE THAN ANY OTHER AREA.**

**BOTTOM LINE: VDPs ARE WHERE ONLINE SHOPPERS MAKE THEIR BUYING DECISIONS ONLINE.**

See how vAuto  
Merchandising helps you  
engage more shoppers  
online.

[vauto.com/merchandising](https://vauto.com/merchandising)

(877) 834-6224

<sup>1</sup> <https://www.vendingtimes.com/news/carvana-boosts-q4-and-fy-2021-sales-improves-losses/>

<sup>2</sup> Cox Automotive Car Buyer Journey 2021

<sup>3</sup> 2020 Digitization of End-to-End Retail Study (Consumer & Dealer)

<sup>4</sup> Cox Automotive Car Buyer Journey Study: Pandemic Edition, 2021

# DRIVE VDP ENGAGEMENT WITH DETAILED, VEHICLE-SPECIFIC CONTENT



VDPs are the new battleground where you win or lose sales. You know consumers engage with visuals, so the VDP media carousel is the prime spot for you to give shoppers the information they need to win their business.



## IMAGE + CONTENT WINS

# 80%

of consumers prefer images with information compared to images without an overlay.\*

### TOP VEHICLE FEATURES:

1. 4-wheel drive/AWD
2. Back-up camera
3. Smartphone operating system integration
4. Blind spot monitoring
5. Entertainment display

**BOTTOM LINE: THE CONTENT IN YOUR OVERLAYS DOESN'T HAVE TO BE DIRECTLY RELEVANT TO THE IMAGE TO BE VALUABLE TO SHOPPERS – IT JUST NEEDS TO BE RELEVANT INFORMATION.**

See how vAuto Merchandising makes your VDPs more informative.

[vauto.com/merchandising](https://vauto.com/merchandising)  
(877) 834-6224

# WIN CONSUMERS OVER BY BUILDING TRUST THROUGH YOUR MERCHANDISING



**8 in 10 shoppers** agree these factors boost their trust in the dealership<sup>1</sup>:



**DEALERSHIP AWARDS**



**WARRANTY DETAILS**



**VEHICLE AWARDS**



**SERVICE DEPARTMENT INFO**

If your dealership can boast about any of the above, make sure you feature those factors in your VDP carousel where they have the power to influence shoppers' decisions to buy from you.

**91%**

of car buyers note that trust in a dealership is the leading factor in determining where to buy.<sup>1</sup>

**BOTTOM LINE:** INSTEAD OF STRICTLY SHOWING PHOTOS OF THE CAR, ADD VDP CONTENT THAT SHOWS YOUR DEALERSHIP CAN BE TRUSTED.

**TRI-STATE'S #1 KIA DEALER**



**P Premium AUTOMOTIVE**

**ADDED BONUS: SHOPPERS TRUST 360-SPINS**

**65%** of consumers surveyed

agree that they trust the dealership selling/listing the vehicle if it has a 360-degree spin available.<sup>2</sup>



See how  
**vAuto Merchandising**  
helps you build trust.

**[vauto.com/merchandising](https://vauto.com/merchandising)**  
**(877) 834-6224**

# EVOLVE YOUR MERCHANDISING TO CAPTURE MORE BUYERS

If you want to win the online battle, presentation matters. Transform your VDP carousel with the suite of merchandising solutions that make your cars—and your dealership—shine online.

## Intelligent Promotion

**Intelligent Promotion** makes it easy for you to add your dealership's branding and create bold, vehicle-specific stories. With content that makes shoppers take notice, you can drive engagement and turn your VDPs into powerful selling tools.

### NEW! Advanced Backgrounding

Select from a stock background or upload your own and easily apply it to exterior angles of the vehicle.



**SMART FIELDS**



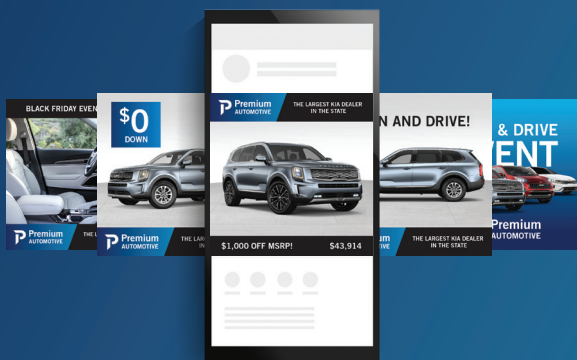
**TEXT OVERLAYS**



**IMAGE OVERLAYS**



**BILLBOARDS**



**STARRED FEATURES**



**SIMPLE BACKGROUNDING**



**CARFAX™**



**SCHEDULING**



## Snaplot 360

Fifty-four percent of consumers want to see a 360-degree spin when evaluating vehicles online. Give shoppers the digital experience they crave with the help of SnapLot 360.\*

\* 2022 Vehicle Purchase Study

- One lap around the car captures three types of media: 360 spins, photos and video
- Automated and custom hot-spot tagging draws customers' attention to key features
- A professional video with music and natural-sounding human voice-over gains shopper trust



## MANAGE & SYNDICATE

vAuto Merchandising is connected to **ProfitTime® GPS**, **Provision®** and **Conquest™**. You can capture VDP content, manage your listing media and syndicate listings to your website and third-party listing sites like Autotrader—all within vAuto.

**Learn how to turn every VDP on every platform into a powerful selling tool.**

**[vAuto.com/merchandising](https://vAuto.com/merchandising)**