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WAYS YOU CAN OPTIMIZE YOUR VDPs

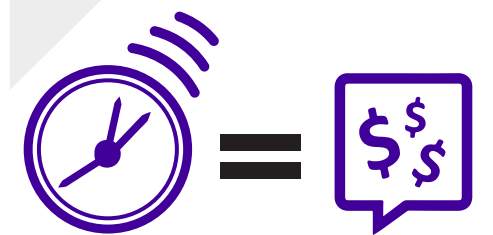
SHOOT VEHICLES IN A CONSISTENT FORMAT

Shooting vehicles in the same location and from the same angle creates a cohesive look on your website. Consistent images enhances the buying process for shoppers as they're comparing vehicles on your site.



GET VEHICLES ONLINE FAST USING WIRELESS UPLOAD

The sooner you can get your vehicles online, the faster you can sell them. Waiting to add your inventory to your website can mean missing sales for your dealership.



USE HIGH-RES PHOTOS AND AN URGENCY COUNTER

Using scarcity to create urgency for a potential buyer is a great tool that increases conversion. Letting them know how many others have viewed the vehicle might make them less apt to sit and think about it.



USE INTERACTIVE MERCHANDISING TOOLS

Using interactive tools to merchandise your vehicles gives the viewer an immersive and transparent view of their potential purchase. Interactive tools will keep consumers interacting with your VDPs for a longer period of time.



LEVERAGE USER BROWSING DATA IN YOUR BDC

Your BDC can use consumer behavior data with potential buyers. User data like how much time they spent looking at certain features, whether it was performance or safety features, can be used effectively in the sales process.

