

Immersive Experience

As car shoppers continue to spend less time in market, dealers are competing for visibility and need to differentiate their online experience. Successful dealers know their digital lot is just as important as their physical lot.

Car buyers remain focused on the digital shopping experience, spending a majority of their time researching and finding vehicles online before they visit a dealership. Dealers should aim to create a unique, immersive online listing to differentiate their presence in the market using the following techniques.

THE 3 KEYS TO CREATING AN IMMERSIVE EXPERIENCE

1. Provide the Details

Information is power for car shoppers. By supplying your audience with the specifics, including images, descriptions, video etc. you are enabling them to make a purchasing decision. Check to make sure all options and features for a vehicle are highlighted in your listings. The interior color may be all a consumer needs to know that they've found the right vehicle. .

2. Create the Visual

According to the 2018 Cox Automotive Buyer Study, nearly half of shoppers agree that they would be willing to buy a vehicle solely based on its images, without ever stepping foot in it. Today dealers need to leverage enhanced visualization within their online advertising to create greater engagement and transparency with shoppers.

While photos are a big selling point, interactive media that allow the buyer to scan 360 degrees bring the vehicle to life and offers a new view of the vehicle. Shoppers feel like they are in front of the vehicle by using 360, instead of in front of their digital devices. Take them a step further by tagging "hot spots" on the 360 images – which will open another layer that highlights specific features and callouts that make the vehicle appealing.

"We're a dealership group that wants to stay ahead of the curve and 360 helped us differentiate ourselves online from the start."

- David Simches, Used Car Group Director, Crown Auto Group.



3. Dynamic Overlays and Backgrounding

Catching the eye of a shopper is hard enough, but keeping them engaged is sometimes impossible with all of the competition in the market. Especially when you consider that shoppers are spending less time in market. Using overlays to highlight special features like heated seats and a head-up display can be the key to standing apart from your competitor's listings.

You can also stand out from the crowd by backgrounding your images. This technique transposes your vehicle onto a clean, uncluttered background that eliminates distractions and makes your car the star of the show.



Conclusion

These techniques will help your dealership enhance your vehicle listings into an informative, immersive digital experience that will differentiate you from your competitors. Use the overcrowded arena of listings to your advantage by using these tips as a guide for increasing your inventory's visibility and engagement with online buyers.

**Learn more about how to captivate shoppers
with an immersive experience.**

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