

EBOOK

POWER OF PICTURES

What consumers want to see
when they're shopping online





EVERY PICTURE SELLS A STORY

This ebook examines how online images can motivate a car buyer to seek out more information and what images are most important to them when they're researching and shopping online. Quality photos of online inventory are a critical part of vehicle merchandising that is essential to optimizing the effectiveness of advertising on third-party sites, like KBB.com and Autotrader.com.

Everyone knows that shoppers are more likely to engage with well-merchandised vehicles. Dealers can ensure their vehicles rank higher on the Search Results Page (SRP) by making sure they are well-merchandised with quality photos, video, vehicle details, custom comments, and pricing.



HOMENET
AUTOMOTIVE

Highlights

- 40% of consumers are likely to purchase a vehicle based on images they view online without seeing the vehicle in person.
- New car buyers rank cockpit or dashboard photos most important, while used car buyers rank photos of the odometer most important.
- Photos, videos and good descriptions are the most effective way to increase Vehicle Detail Page (VDP) views.

DID YOU KNOW?...

40%

of consumers are likely to purchase a vehicle based on images they view online without seeing the vehicle in person.



Source: 2016 The Power of Pictures Study

CAR SHOPPERS PREFER SPECIFIC IMAGES WHEN SHOPPING ONLINE



Mileage



Dash Control Panel



Cockpit



Entertainment System



Engine



Interior Front Seats



Three-Quarters View



Side View



Front Corners of Vehicle



Front of Vehicle



Navigation



Trunk Cargo Space



Console

ADDITIONAL IMAGES



Backup Camera



Other Tech & Safety



Back Corners of Vehicle



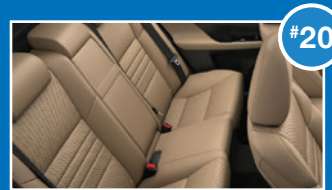
Bluetooth



Steering Wheel



Push Start



Interior Back Seats



Sunroof



Back of Vehicle



Tires/Wheels



Door Panel w/Controls



Keys



VIN

Source: 2016 The Power of Pictures Study

MOST CAR SHOPPERS FIND IMAGES AND VIDEO IMPORTANT IN VEHICLE LISTINGS



90% Consider photos
extremely important

69% Consider video
extremely important

BUYERS FOCUS ON CONDITION, LOOK AND STYLE

Used car buyers focus on vehicle condition.
New car buyers focus on look and style.



PHOTOS AND COMMENTS AFFECT LISTINGS

Online or offline, your vehicles are starring in their own reality show — and there's lots of competition. As a result, you've got to do everything you can to differentiate your vehicles and make them stand out. Photos, videos and good descriptions are the surest way to increase Vehicle Detail Page (VDP) views. Note there's a sweet spot, too.

Custom photos drive VDP views*

	USED & CPO INCREASE IN VDPs PER LISTING	NEW CAR INCREASE IN VDPs PER LISTING
Stock photo vs. No photo	-23%	-22%
Multiple custom photos vs. No photo ¹	+245%	+82%
Single custom photo vs. Stock photo ¹	+166%	+43%
Multiple custom photos vs. Stock photo	+349%	+133%
Multiple custom photos vs. Single custom photo	+69%	+63%
Multiple custom photos + price vs. Multiple custom photos + no price	+87%	+10%

Source: Netezza Tables 10/01/2017 through 12/31/2017 *VDP = Vehicle Detail Page

IDEAL NUMBER OF PHOTOS

How many photos are enough — or not enough — to maximize the VDP views of your vehicles? Our study shows that you're more likely to keep shoppers engaged and looking at your vehicles if you've got 40+ images of that vehicle.

Improvement in VDP views over the average listing

	1–5 photos	6–10 photos	36–40 photos	Over 40 photos
New	-45.7%	-6.2%	30%	36.2%
Used	-53.4%	2.7%	27%	47.8%
Both	-55.7%	-20.3%	42.3%	64.8%

Source: Netezza Tables (January 2018)

ABOUT THIS STUDY

The Power of Pictures Study looks at whether online images can motivate a car buyer to seek out more information and what images are most important to them when they're researching and shopping online. The study was conducted online in December 2016 with 521 U.S. consumers who either purchased a vehicle in the previous 12 months or intended to do so within the following 6 months and have at least heard of third-party sites (e.g., Autotrader, Kelley Blue Book, etc.)



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