

SELL CARS FASTER.

# This year's top tech

Dealer solutions from Modix to transform your dealership

The evolving retail sales landscape is shifting the consumer buying process deeper into the digital age, so much so that Google's Gearshift 2017 report states that a staggering 51% of new car buyers started their research online – is your dealership ready to cope with this figure that's expected to increase in 2018?

Consumers want their buying journey to be simple – information has to be at their fingertips otherwise they'll look elsewhere, and that's where cutting-edge tech comes in. Innovative advancements aren't just needed by consumers though – dealerships also need them to become more competitive throughout their operation.

**At Modix, we're here to help.**

As the number one market leader in automotive digital marketing, Modix offers a wide range of solutions that support key steps towards buying a vehicle, from the acquisition of new customers to engaging websites with immersive imagery solutions that drive sales.

Modix AdBox supports the initial search stage of a customer's journey ensuring your stock is advertised via Google when a customer is searching for their next car, generating leads that are delivered directly to your website and offering a more efficient way to advertise.

It doesn't end there – once on your website, customers want as much information as they can find about the vehicle they are interested in. Modix Imagery Solutions allow them to get closer to your vehicle than ever before with innovative Modix 360° imagery to professional photography services that present customers with the best possible view of a vehicle. Our latest Modix 360° imagery solution has been proven to increase intent to buy by up to 42%\* and time spent on vehicle detail pages by up to 56%\*.

No matter what you're looking to purchase, the ability to view it in as much detail as possible is crucial.

This is no exception within the automotive industry – over time we've seen an increase in the role that imagery plays in the consumer's decision to buy, with 63%† stating that images are more important than a description.

Supporting this shift in preference is the increase in mobile technology; consumers will now use their handheld devices to find

the answers they require. Around 84%\* of consumers are using their mobiles to carry out research during their car-buying journey,

and technology really bringing your brand to life. This means a better experience, more customers and improved return on investment.

**Digital retailing is a reality.**

Modix Websites focus on the consumer experience, providing an easy-to-use, fully customisable dealer website solution that's scalable and integrated with your systems. Our solution delivers a platform where consumers can obtain information, view engaging content, find tools and where they will be encouraged to take action and ask a question, or book a test drive.

Sometimes, attracting a customer isn't just about finding them on Google, it's about the quirky and inventive ways of making your dealership stand out. In the past we've seen items such as car vending machines or pop-up shops catch our attention, but with the continued increase in technology throughout our everyday lives, the possibilities are endless when it comes to the next show-stopping automotive innovation. KPMG's recent Global Automotive Executive Survey shows 83% of people anticipate a major business model disruption over the next five years – and we couldn't agree more!

From the Google Auto Drive to Decide – Gearshift 2017 report, there are four key statistics we want to highlight, which will be able to influence the way in which your dealership markets:

- **75% of smartphone users researched their next vehicle on their smartphone**
- **72% of people watch online videos to support their decision**
- **95% of purchases still happen at the dealership.**

In conclusion, your digital activity is essential to drive consumers to your physical dealership where you can close the sale.

“We've always believed that buying, selling and owning cars should be easier and more profitable for everyone”

with 45%† of these completing this process in under three weeks.

At Modix, we provide specialist automotive websites and used vehicle locators that are optimised for the highest search engine rankings, with responsive design

**Modix** 

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**Modix AdBox**

Increase website traffic with our automotive specific paid search solution.

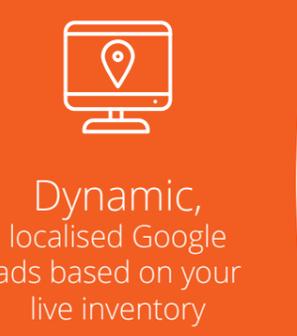
Efficient cost-per-click using your existing paid search budget



**Modix 360°**

Drives high-quality, relevant traffic to your own website

42%\* increase in customer intent to buy



**Modix Dynamic**

Dynamic, localised Google ads based on your live inventory



**Modix Reporting**

The easiest way to take high-quality 360° images and video.

Reporting tools including lead tracking and performance analytics.

56%\* increase in time spent on vehicle detail pages

Easy-to-use, fully optimised dealer websites that put you in complete control of your brand and digital forecourt to help you sell more cars faster.

\*GardX and SpinCar. †MDG Advertising. +Weve Primary Automotive Research 2017. †Weve Primary Automotive Research 2017.

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# A picture is worth 1,000 words.

Modix explains how the right images could **increase intent to buy by over 40%.**

No matter what product you're looking to purchase, the ability to view it in as much detail as possible is important, and this is no exception within the automotive industry. Over time we have seen an increase in the role that imagery plays in the consumers' decision to buy, with 63%\* stating that the pictures used to showcase a product are more important than its description.

Supporting this shift in preference is the ever-present increase in mobile technology; many of us are now on the go 24/7, so it will come as no surprise that consumers are conducting research on their hand-held devices to find the answers they require. In reality, we are now seeing around 84%^ of consumers using their mobiles to carry out research during their car-buying journey, with 45%† of these completing this process in under three weeks.

Within the consumer's research, a dealership's website is heavily relied on to find the information they require, and for some this is where they complete their journey.

**“ 360° images are proven to sell cars faster and reduce days in stock ”**

As many as 23%^ of people say they will now buy their next car completely online, without ever visiting the dealership.

Digital retailing is a reality.

Taking all of these elements into consideration, it's clear that your website needs to highlight all of your vehicles in the best light possible – by showcasing the highest quality imagery. Giving people the ability to view a car as if they were in the showroom increases their

understanding of the vehicle, and also improves its appeal. Interactive imagery allows users to discover more with ease, and the more intuitive and mobile-friendly these

elements are, the easier it becomes to sell cars online.

When we think about informative and interactive content, we commonly associate this with 360° imagery, which has the ability to improve the experience for both the website user and the dealership. By capturing interior and exterior imagery within a few minutes, it enables dealers to obtain engaging content for their websites as well as ensuring that the consumers can view their chosen model in as much detail as possible. This method will

help sell cars faster as it's proven to increase the time spent on vehicle web pages by up to 56%†, the intent to buy by up to 42%†, and reduce the number of days the vehicles remain in stock.

Another important factor that high-quality imagery can impact on is the perceived customer service and levels of trust for a dealership. Showcasing exactly what vehicles you have in stock, as well as sharing images of your dealership can help to build trust with your audience – it provides a relatable piece of

information. If a consumer chooses to visit your dealership and sees that what you've been promoting on your website is the same as when they arrive, it is likely to increase their trust in you, which therefore has the potential to increase their willingness to purchase.

At Modix, we are specialists in imagery solutions, which we believe is a critical step towards a digital

retailing future. Our team of experts are able to implement interactive solutions that allow you to sell cars faster. From Modix 360° to Modix ImagePro or Modix

ImageEnhance, we have a complete solution that will suit your individual needs.

**“ Intent to buy increases by up to 42% ”**

\*MDG Advertising. ^Weve Primary Automotive Research 2017. †GardX 2017

## Our Imagery Solutions

### Modix 360°

The easiest way to take and present high-quality 360° images and video on your website that is proven to increase leads and sell cars faster.

### Modix ImagePro

A full range of professional imagery solutions to deliver the industry's most effective way to showcase vehicles.

### Modix ImageEnhance

A quick and easy way to provide quality and consistency to your images with dropped-in backgrounds and professional re-touching.

### Quality Assurance

An effective way to ensure that all of your vehicle photography is produced and displayed online to the highest standards.

## Contact us

0333 444 0351  
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