

AUTOMOTIVE
MARKETING EVENT

 **CarCutter**

Captivating visuals, boosted sales

The importance of digital merchandising



PRESENTED BY

Amaury Gavaudan & Sander Oude Voshaar

slido



Hoe overtuigd bent u van uw huidige online marketingstrategie?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



Your *digital presence* plays a key role in the car purchase lifecycle

90%

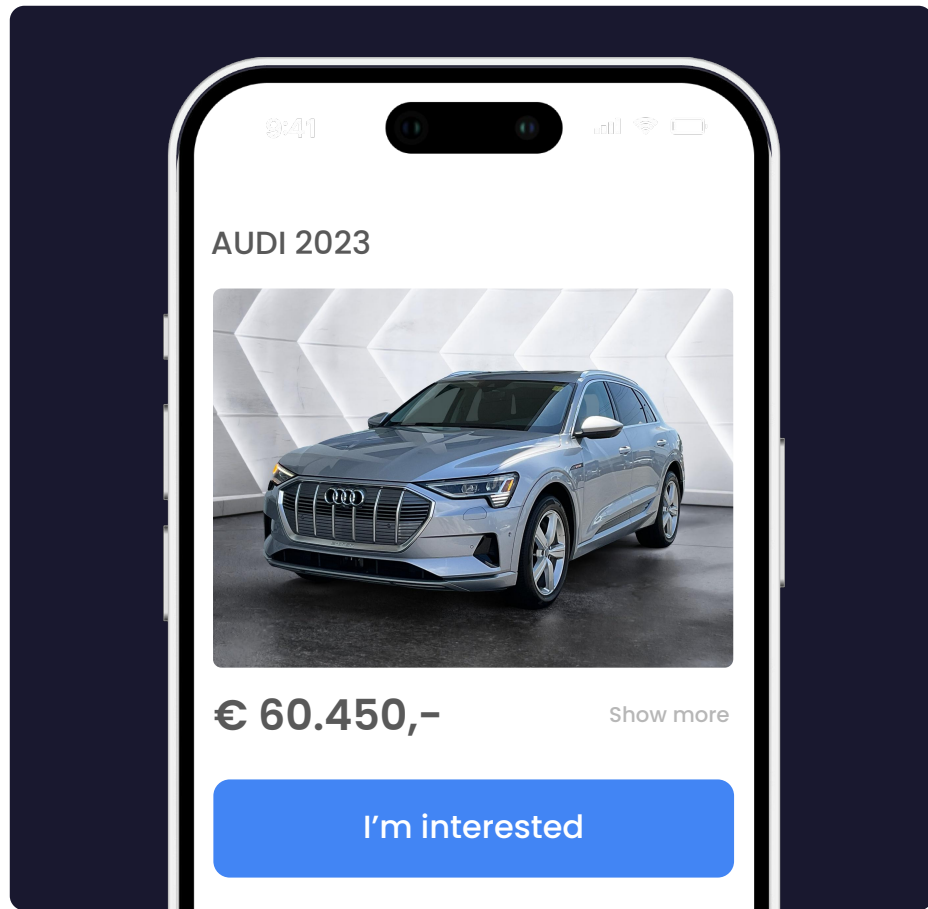
of car buyers research online before visiting a showroom

Source: Google

30%

more leads with interactive visual ads

Source: JD Power





TOESCHOUWERS ENQUETE:

Hoe overtuigd bent u van uw huidige online marketingstrategie?

... ummm strategie?

Het zou beter moeten

We hebben het goed voor elkaar

Alle puntjes staan op de i!

5

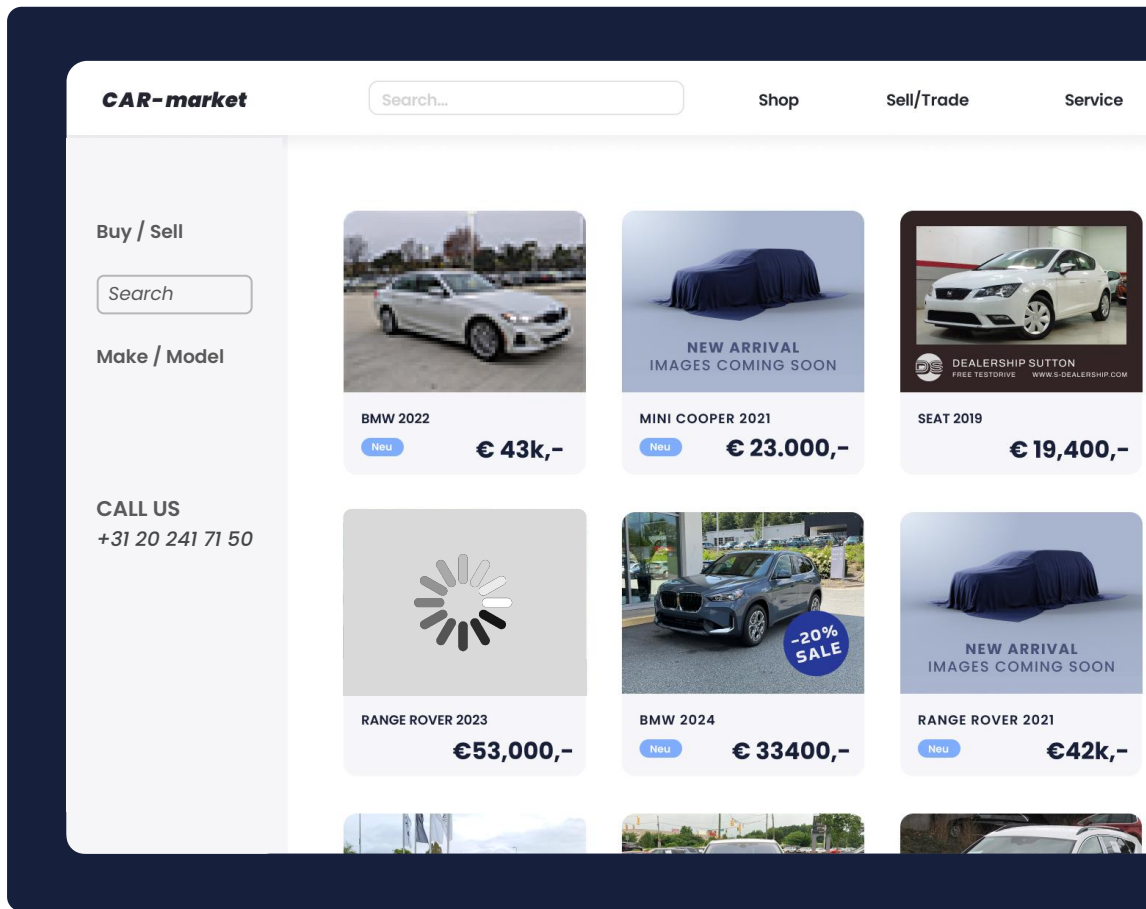
digital techniques
to amplify your
automotive sales
cycle

01

**Your website is your
digital storefront**



A
visually inconsistent
digital experience is
misrepresenting
your business





Much better.



Used cars face scrutiny and scepticism. To overcome this, their presentation must be compelling to build confidence and remove any doubts.

CAR-market

Search...

Shop

Sell/Trade

Service

New or Used +

Year +

Brand +

Location +

Fuel Type +

Popular Features +



BMW 2022

Neu € 43.400,-



MINI COOPER 2021

Neu € 23.000,-



SEAT 2019

€ 19.400,-



RANGE ROVER 2023

€ 53.000,-



BMW 2024

Neu € 33.400,-




RANGE ROVER 2021

Neu € 42.000,-

02

**The impact of
great images**

Uber Eats
All Restaurants Grocery Alcohol



Backyard Burgers 4.6
🕒 • \$4.49 Delivery Fee • 10-20 min

Black Bean Burger	Doub
\$8.19	\$9.89

tinder




Brad, 42
"Hello I would like to find my a serious..."

🔄 ❌ ⭐ ❤️ 📩

🔥 🔍 ✨ 💬 👤

Pinterest



IH Int-Hotel
Visit our new hotel in Spain.

Visit Save

What's wrong with this SRP?



Inconsistent vehicle angles



Pixelated & low resolution images



Visible dealer brandings



Placeholder and missing images

CAR-market
Your Car online.

Search...

New or Used +







Year +

Brand +

Location +

Fuel Type +

Popular Features +

 <p> BMW Dealership Thaler</p> <p>#007473891 BMW 2015</p> <p>€ 30.400,- →</p>	<p>NEW ARRIVAL IMAGES COMING SOON</p> <p>#007473891 Audi 2023</p> <p>€ 60.450,- →</p>	 <p> RENAULT</p> <p>#007473891 Renault 2021</p> <p>€ 31.100,- →</p>
<p>NEW ARRIVAL IMAGES COMING SOON</p> <p>#007473891 Renault 2022</p> <p>€ 20.500,- →</p>	 <p>#007473891 BMW 2022</p> <p>€ 43.100,- →</p>	 <p>#007473891 Audi 2022</p> <p>€ 30.700,- →</p>



The power of great imagery



Consistent vehicle angles



Clear, high resolution images



Removal of dealer brandings



Images for all listings

CAR-market
Your Car online.

Search...

New or Used +

Year +

Brand +

Location +

Fuel Type +

Popular Features +



#007473891
BMW 2015

€ 30.400,-



#007473891
Audi 2023

€ 60.450,-



#007473891
Renault 2021

€ 31.100,-



#007473891
Renault 2022

€ 20.500,-



#007473891
BMW 2022

€ 43.100,-



#007473891
Audi 2022

€ 30.700,-





The business impact of *great imagery*

*CarCutter's high quality vehicle
enhancement solution increases your
click rate by*

up to 52%

*as proven in an extensive study
conducted by one of CarCutter's most
well known clients: Koons Automotive.*



Increase click rate on your listings

Trade Service Mo

190 top new & used RAM models for sale in the Virginia, Maryland and Washington, DC area

Sort: ↑

- Mazda (55)
- Mercedes-Benz (233)
- MINI (11)
- Mitsubishi (9)
- Nissan (82)
- Polestar (4)
- RAM (190)
- Scion (1)
- Subaru (47)
- Tesla (5)
- Toyota (1763)
- Volkswagen (42)
- Volvo (130)

<p>CERTIFIED #00003695 2022 Volvo V60 Cross Country T5 13,999 mi \$40,700</p>	<p>CERTIFIED #00003628 2022 Volvo XC60 B6 Inscription 30,472 mi \$45,000</p>	<p>CERTIFIED #00003691 2022 Volvo V90 Cross Country BT 25,744 mi \$49,000</p>
<p>CERTIFIED #00003707 2022 Volvo S60 B5 Momentum 12,542 mi \$35,500</p>	<p>CERTIFIED #00003706 2022 Volvo XC60 T5 Inscription 24,753 mi \$36,000</p>	<p>CERTIFIED #00003651 2020 Volvo XC60 T5 Inscription 27,999 mi \$35,700</p>

03

Leverage dedicated tech



We all know
this scenario





x *and*
this scenario





A truly realistic showroom experience



Citroën

€ 19.546,-

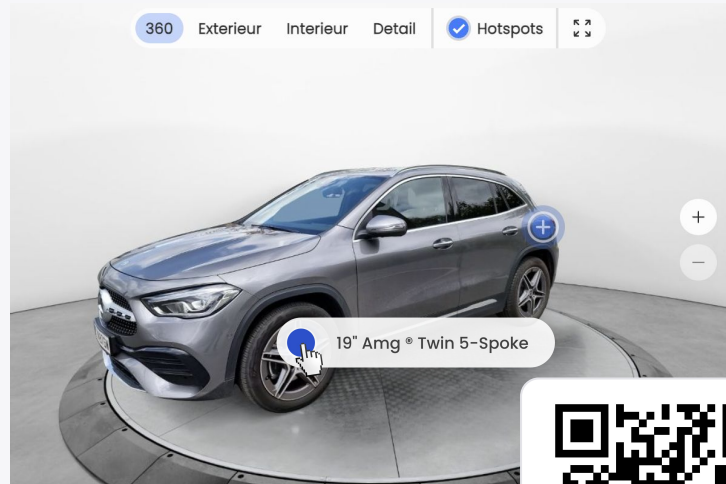
I'm interested



Virtual 360° Spin *with Integrated Hotspots*



Original images | Captured with CarCutter



Images optimized by CarCutter

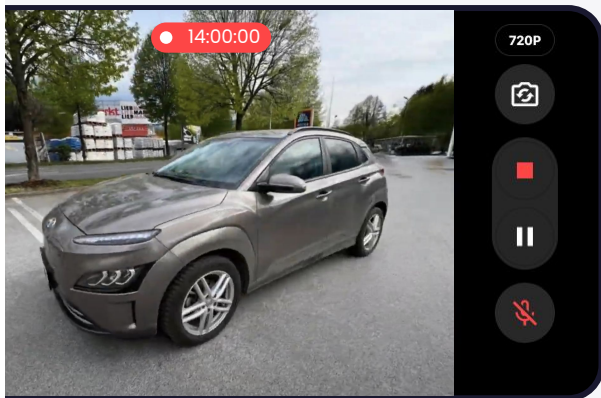


Scan to Spin



The future: **3D reconstruction**

Create a 3D reconstruction by simply walking around your car



Capturing using 360 feature

+60%

of car buyers are more likely to engage with a listing that offers a 3D view or customization options.

Source: McKinsey's automotive report

04

**Strong
& consistent branding**



*Customizable
virtual showrooms
for **professional
and consistent
presentation**
of your vehicles*



Up your brand game

Branded license plate inlay



Plug & play graphics



Fully customised showroom





Cross-channel brand consistency

Your Website

3rd party Listings

Social Media

Display &
Retargeting Ads

Google VLAs
& Business Listings

The screenshot shows the CARMARKET.COM website interface. At the top, there is a search bar and navigation links for 'Shop' and 'Sell/Trade'. A sidebar on the left contains filter options: 'New or Used', 'Year', 'Brand', 'Location', 'Fuel Type', and 'Popular Features', each with a plus sign. The main content area displays two car listings. The first listing is for a BMW 2015, shown in a studio setting, with a price of € 24.996,- and 45,423 km. It includes a 'Buy now' button. The second listing is for a BMW 2017, shown outdoors, with 88,956 km.

05

Speed is key



It takes a lot of work *to run your business effectively*



Helping you move your vehicle inventory faster



**Smart
VIN-tracking**



**Vehicle photography
guidance**



**4x image
upscaling**



**Professional
branding**



**Intelligent image
ordering**



**Quick DMS
integration**



**Fast inventory
online**



**Lighting & angle
enhancement**

Let's wrap it up:

Digital techniques to amplify your automotive sales cycle

01

Your website is your digital storefront

02

The impact of great images

03

Leverage dedicated tech

04

Strong & consistent branding

05

Speed is key

Q&A

Session



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Visit carcutter.com
for a free demo





Let CarCutter help you with your digital merchandising

Visit www.car-cutter.com for a free demo



PRESENTED BY
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Vehicle Image Improvements

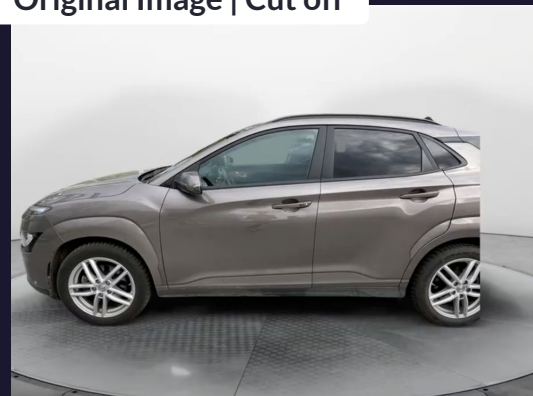
3D Angle Adjustments

Vehicle Reconstruction

Original Angle



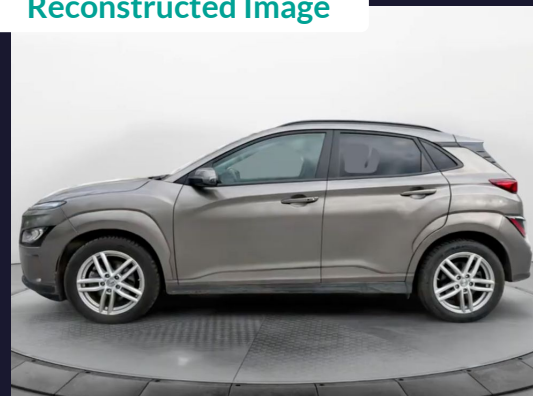
Original Image | Cut off



Corrected Angle



Reconstructed Image





It takes a lot of work *to run your business effectively*

Sales

Financing /
secondary
financing

Inbound
leads

CRM /
follow up

Client
negotiation

Operations

Hire and
train staff

Vehicle
maintenance

Manage
inventory

Dealership
maintenance

Marketing

Special
events

Taking Pictures of
your Inventory

Sponsorships

Branding



Democratizing the creation of high-quality images since 2016



oRetouch



CarCutter



Prop



ORDER NOW



BOOK NOW

94% more views generated on content
with relevant imagery (MDG Advertising)



The business impact of *great imagery*



Improved brand awareness & recall

“CarCutter provides a unique rapid and cutting-edge AI solution to our 40 dealerships, reaching our high brand standards”



Increase traffic to your listings

CarCutter's high quality AI vehicle images increase your click rate by

up to 52%

- as proven in an extensive study conducted by one of CarCutter's most well known/high-profile clients: Koons Automotive.



No photos? No worries.

Utilize used car inventory sites





**Vehicles with a 360-degree
spin feature receive**

+56%

**more engagement compared
to those with static images**

- Cox Automotive

**Dealerships using high-quality,
interactive visuals saw a**

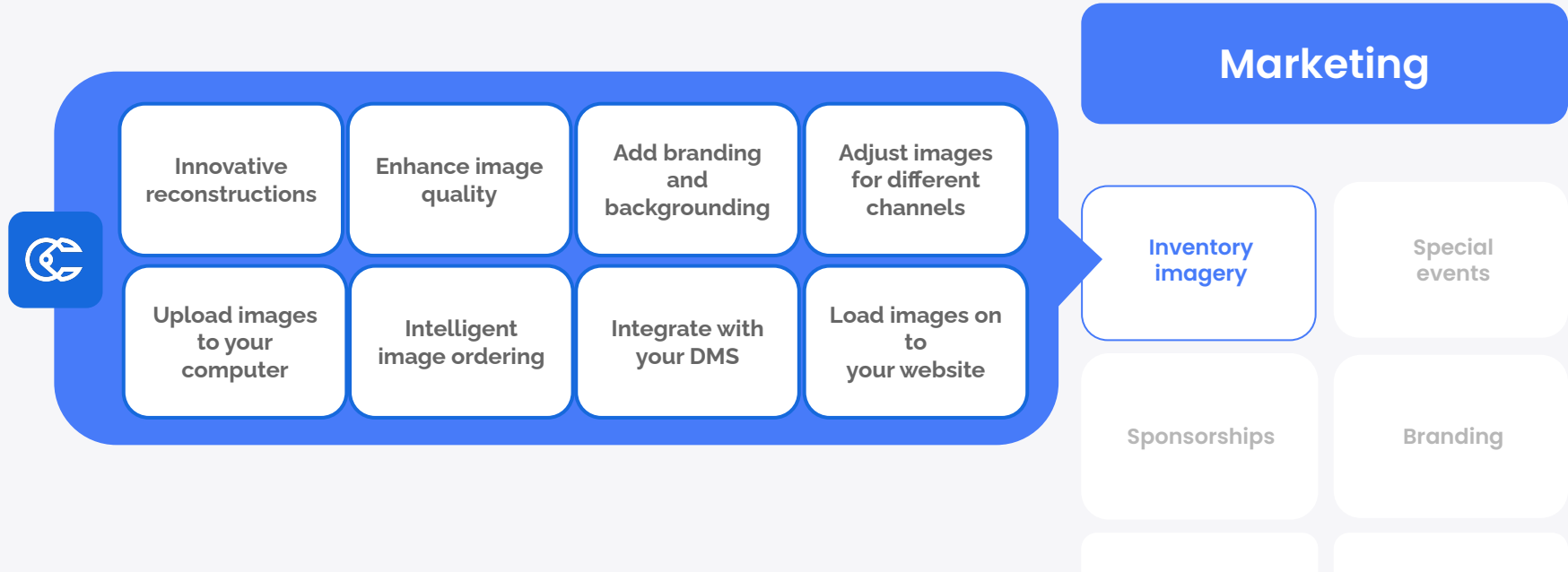
+30%

**increase in the number of
leads generated from their
online listings.**

- J.D. Power



Helping you *to run your business effectively*





AUDIENCE POLL:

How confident are you in
your current digital
merchandising strategy?

... ummm strategy?

We should be doing better

We're doing okay

We're rockstars



Scan to vote

Business impact of a *strong digital merchandising strategy*:



Increase brand awareness and recall

The intention was really that it's a professional branding, the image is more professional and unified. We always use the same logo, the same background...it looks neater, it's much easier.

peter



Increase traffic to your listings

CarCutter's high quality AI vehicle images increase your click rate by

up to 52%

- as proven in an extensive study conducted by one of CarCutter's most well known/high-profile clients: Koons Automotive.

 **KOONS**



Faster sales & quicker inventory turnover

"CarCutter brings us enormous cost savings. The time saved alone saves us more than

600,000€

in process costs each year."

Alphartis 