

CASE STUDY

Wile Hyundai delivers **enhanced merchandising** and **increased consumer engagement** for their used vehicles using Dominion Video Services



“Live Video gives us the opportunity to provide a **unique shopping experience** and **drive more VDP views.**”

Tania Coomey,
Sales Manager
WILE HYUNDAI

The Challenge

Tania Coomey, Sales Manager at Wile Hyundai understands the importance of effective merchandising to give her dealership a competitive advantage. Armed with the knowledge that few of her competitors use video merchandising, Wile Hyundai leveraged dealership staff using an Android camera to create their own videos. However, the in-house process was labor-intensive and a hassle to manage.

The Solution

Looking for a simpler solution for their photo and video management, Coomey discovered Dominion Dealer Specialties. Wile Hyundai uses Dominion Photo and Video Services to merchandise their used vehicles. As Coomey explains, **“We wanted to provide opportunities for unique shopping, but ultimately, we wanted more sales.”** Dominion Live Video was the answer. **“Dominion Live Video gives us the opportunity to provide a unique shopping experience and drive more VDP views,”** states Coomey.

Dominion Live Video is a cost-effective and time-saving solution that allows Wile Hyundai to merchandise their used vehicles using professional, custom full-motion video. A dedicated Inventory Field Representative shows up according to each dealership's frequency preference to shoot a list of pre-defined vehicles, capturing 35-40 seconds of exterior and 20-25 seconds of interior video, to deliver a full motion review of each vehicle. The videos are enhanced with stabilization to remove camera shake to ensure each vehicle video looks seamless, professional and engaging. Then, visuals and voice messaging are added to the videos to reinforce OEM, CPO and CARFAX content prior to distributing vehicle-rich content everywhere the dealership's vehicles appear online, including the dealership's website, AutoTrader.com, Cars.com, YouTube and more!

Coomey couldn't be more pleased with the level of service and professionalism she receives from her dedicated rep. **“I never have to worry. I know it will be done right every single time.”**

The Results

The dealership has experienced increased consumer engagement since implementing Live Video. **“With Live Video we can quickly create a video and send a VIN brochure to a customer with everything they need or want to know about the vehicle in one place,”** states Coomey. **“Not many of our competitors are using video. It gives us an edge and helps our used vehicles stand out.”** Live Video also helps to make Wile Hyundai's vehicles more relevant for Google and Bing, which ultimately drives more shoppers to their VDPs. **“Live Video gives us the opportunity to provide a unique shopping experience and drive more VDP views,”** adds Coomey.



To bring this level of success to your dealership, contact us today at **888.502.8950** or visit **DriveDominion.com**

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