

CARMEDIA



Drive Your Image Forward.

5.0 ★★★★★
Google

Car Media Capture App

Self-Serve

FAQS



HOW COMPLICATED IS IT TO USE IN REAL LIFE?

Our Capture App is simple to use. It guides you through a step-by-step approach to capturing your inventory. Simply scan the bar (or QR) code of the vehicle, populate a couple simple fields, and begin shooting! Most of our clients can shoot a vehicle in under 5 minutes and the best part is anyone can do it.

YOU APPEAR TO HAVE A DIFFERENT APPROACH TO GENERATING A 360 VIEW OF THE VEHICLE...

Yes, we string together the individual photos vs pulling frames out of a video. This is what makes your inventory appear sharp, clear, and in full-resolution.

WE ARE NOT QUITE READY TO IMPLEMENT 360 AT OUR DEALERSHIP. DO YOU OFFER A DIY CAPTURE SERVICE?

Yes, we provide the option of using our self-serve capture process to generate a set of high-resolution images that offers your dealership consistency, compliance, and coordination.

WE ARE A MULTI-LINE DEALERSHIP AND SELL CHEVROLET, BUICK, GMC & CADILLAC VEHICLES. CAN YOU PROVIDE BACKGROUNDS THAT MEET EACH BRAND'S INDIVIDUAL BRAND STANDARDS?

Yes, our proprietary technology maps the VIN of the vehicle with the corresponding brand backgrounds to ensure each vehicle appears with brand compliant logos and assets.

IF WE WANT TO HAVE DIFFERENT BACKGROUNDS FOR OUR NEW VS. CPO VEHICLES, CAN WE DO THAT? IF SO, HOW MUCH DOES IT COST?

During setup we can furnish you with different backgrounds based on vehicle type (new, used, CPO). There is no fee to do so during initial setup.

IF WE WANT TO HAVE GROUP BACKGROUNDS APPLIED TO OUR INVENTORY CAPTURE IS THAT POSSIBLE AND IF SO, HOW MUCH DOES IT COST?

Yes, our proprietary background replacement solutions allow our customers to syndicate their photo set with alternate backgrounds to group, OEM or even 3rd party sites. The fee for a secondary syndication with an alternate background is just \$75/month.

DO YOU CHARGE EXTRA TO SYNDICATE OUR MEDIA TO 3RD PARTY LISTING SITES?

No, we include unlimited syndication to the sites of your choosing including your dealer website, group site and 3rd party listings.

CAN WE ADD PROMO SLIDES TO IMBED IN YOUR PHOTO SET?

100%, in fact we highly recommend you include one or two that illustrate your "why buy here" message as well as feature/benefits slide for your CPO inventory.

I KNOW YOU OFFER SEASONAL BACKGROUND REPLACEMENT AND IN OUR MARKET WE HAVE SNOW IN THE WINTER. HOW DO WE GET YOU NEW BACKGROUNDS AFTER THE CHANGE OF SEASONS?

Yes, we do offer seasonal adjustment twice per year for dealers using dealer specific backgrounds at no-charge. Simply contact us at support@carmedia2p0.com and we will provide you with instructions to capture and submit your seasonal background changes.

IF WE NEED TO CHANGE OUR LOGOS FOR BRAND COMPLIANCE OR SIMPLY WANT TO CHANGE THE LOOK OF OUR IMAGES OR SLIDE INSERTS, HOW MUCH DOES THAT COST?

We charge \$75 for each change request which includes the update (we call it rebrand) to your entire inventory (both new and pre-owned), and yes it's also iMR eligible.

CAN WE ADD MEDIA TO A VEHICLE AFTER IT HAS BEEN CAPTURED?

Yes.

IF WE FIND AN ENGINE COMPARTMENT IS DIRTY OR A TIRE IS LOW ON PRESSURE DO, WE NEED TO CAPTURE THAT IMAGE?

No, simply skip it and feel free to capture another tire or another compelling feature instead.

DO YOU INTEGRATE WITH OUR WEBSITE VENDOR?

You bet, we integrate with VAuto and many inventory management providers. Simply advise your onboarding specialist and we will arrange to setup a feed with your provider.

WE WOULD LIKE TO USE OUR DEALERSHIP LOGO ON ALL OUR IMAGES, IS THAT POSSIBLE?

Absolutely, simply provide your onboarding specialist with a high-resolution version of your logo in .png or jpeg format. We can even assist in designing a custom logo to meet your needs.

IF WE DECIDE TO SWITCH TO ANOTHER PHOTO SET DOWN THE ROAD HOW MUCH DOES IT COST TO DO SO?

There is no charge.

DO I NEED TO REVIEW MY WEBSITE IN ORDER TO ENSURE ALL OF MY INVENTORY HAS BEEN CAPTURED?

By accessing the Car Media Capture App, you may simply filter for vehicles without media.

WHY IS IT SO IMPORTANT THAT OUR INVENTORY BE CAPTURED IN A CONSISTENT AND COMPLIANT MANNER?


Consistency is just another word for reliability. Many studies have shown that consumers are drawn to things that are pleasing to the eye. So, if you have a series of inconsistent images, the consumer will likely reject those and search out a dealer who has consistency. Further, brand compliance shows your potential buyers that you care to put your best foot forward. Lastly, GM has published a variety of brand standards for vehicle capture that specify a need for a consistent media experience.

WHAT IF WE ARE EXPERIENCING A LOT OF SNOW OR RAIN WHEN IT'S TIME TO CAPTURE OUR INVENTORY. DO YOU RECOMMEND WE CAPTURE THEM INDOORS?

The only time we recommend capturing vehicles indoors is when you have a photo booth or a well-lit and spacious interior area. Service bays and other indoor locations often have poor lighting which causes distracting reflection and shadows.

WHAT ARE THE BEST CONDITIONS FOR SHOOTING OUR INVENTORY?

We recommend vehicles be shot in natural light in an open area on your lot when possible, and the foreground be clear of any obstructions, including snow if this applies to your geography.

DEALER DIGITAL SOLUTION 



Compatible with Approved Website Partners

360/AGENCY

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Drive Your Image Forward.

