GMCGI | FAQ GUIDE

January 2025

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Appendix

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GMCGI Video Overview:

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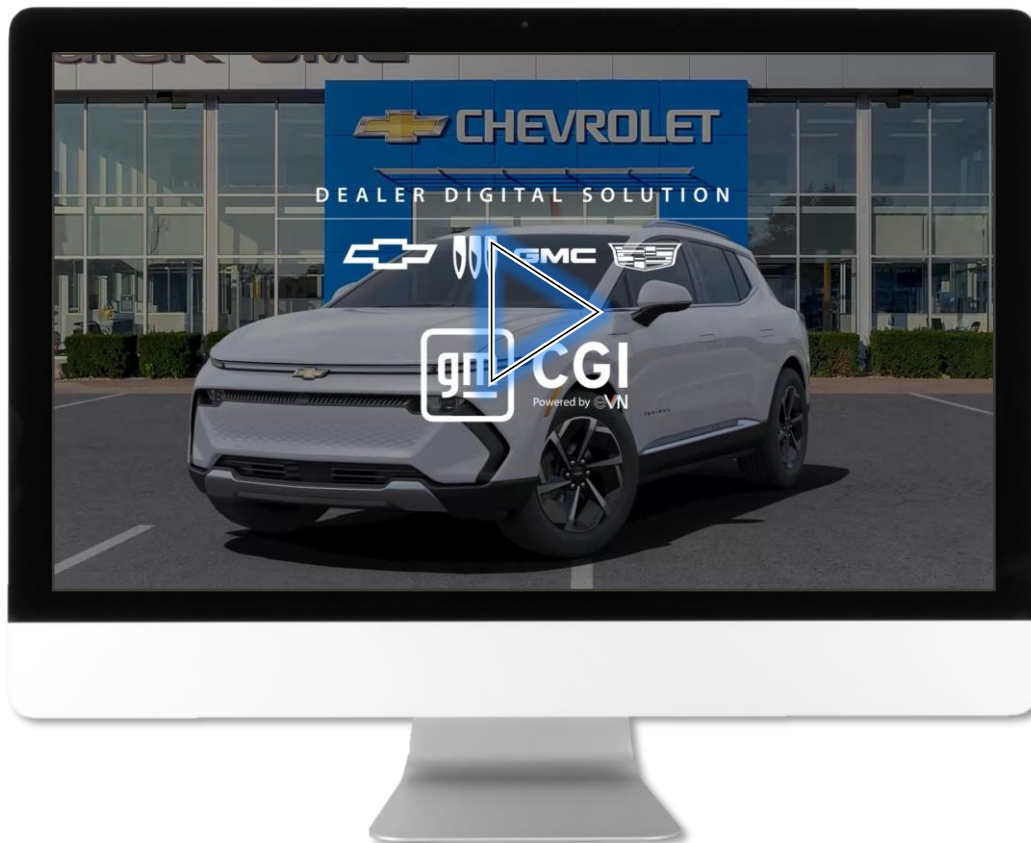
Frequently Asked Questions

The GM Dealer Digital Solution is pleased to welcome you to **GMCGI**! GM Canada has partnered with eVN to bring you photo-real, VIN specific imagery for all your new inventory. Each image is placed in front of a brand-specific dealership background for picture perfect consistency and unparalleled CGI realism.

GMCGI offers a plug-and-play experience—quickly and reliably providing high-resolution CGI imagery directly to your VDPs—increasing your speed to market, driving engagement with your inventory, and maximizing your customer experience.

This guide covers everything you need to know to make the most of GMCGI.

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What are the package and pricing options for GMCGI?

1

GMCGI ESSENTIALS

GMCGI Essentials is the standard package bringing leading CGI imagery to all your website's inventory.

This package includes:

- 6 Images per VIN
  - 4 exterior
  - 2 interior
- Brand-specific CGI dealership background

Pricing is a flat fee of $75.00/mo

2

GMCGI PLUS

GMCGI Plus is an upgrade package further enhancing the customer experience with 24 images per VIN, enhanced background with dealer name, and image syndication to an IMS of your choice.

This Package includes:

- 24 images per VIN
- Enhanced Background with Custom Dealer name
- Image syndication to IMS of your choice
- *Additional upgrade option for a custom, dealership- specific custom background for a one-time$499 fee**
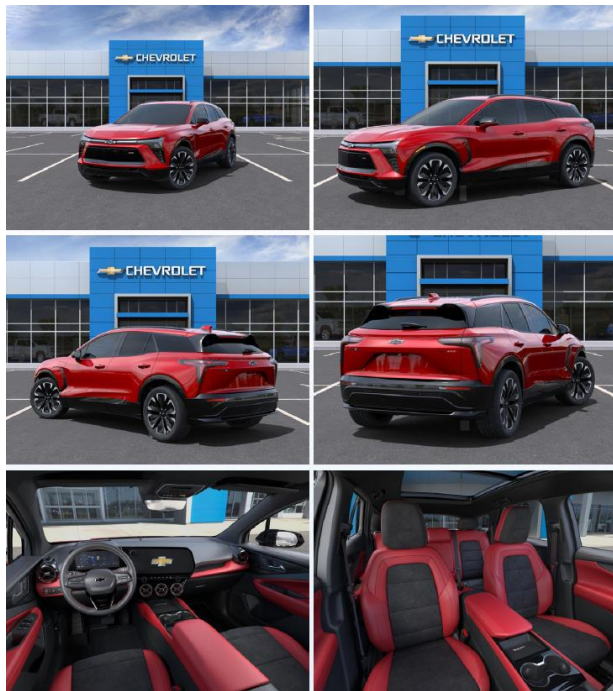
Pricing is $150-$499/mo based on store sales volume

Billing will occur through your store's GM Parts Statement. Billing will begin automatically upon product launch of GMCGI.

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BASE PACKAGE

GMCGI PLUS PACKAGE

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What are the benefits of GMCGI?

- **GMCGI** brings leading CGI technology to your store for a fraction of the cost of retail due to our volume-partnership with eVN.

- **GMCGI** helps to enhance your customer experience while significantly reducing turnaround time to merchandize your New inventory.

  - In-transit units can receive imagery and be merchandized on your website from the moment of invoice.

- Shift Digital assessed pilot dealer data over 25 dealerships from Sep. 1 - Oct. 31 and observed **+78%** average increase in form submissions **+6%** average increase in New VDP Views above and beyond non-eVN dealers during the same period.
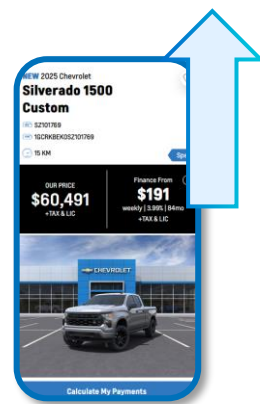
+**78**

increase in Form Submissions

+**6**

increase in New VDP clicks

general motors

7

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How does enrollment work for GMCGI?

For your convenience, dealers will be enrolled automatically into GMCGI Essentials.

- *Current eVN AutoGraph customers will be enrolled automatically into GMCGI Plus—services will remain unchanged but will enjoy a new, lower price!*

- Dealers who wish to enroll in GMCGI Plus can enroll in the upgrade option via our enrollment websites:

  – https://www.gmdealerdigital.ca/InventoryMerchandising/GMCGI

  – https://www.cadillacdealerdigital.ca/InventoryMerchandising/GMCGI

- Upon enrollment in GMCGI Plus, dealers will be contacted by eVN Support to work through onboarding and implementation preferences.

general motors

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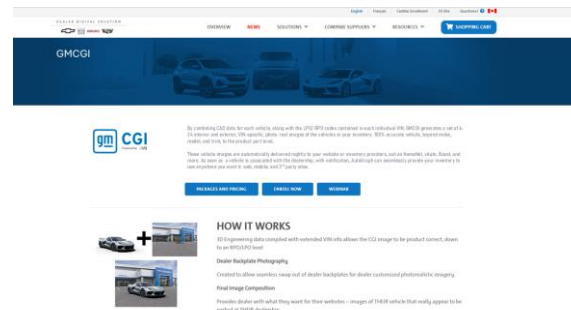
Program Launch Timelines

- Our targeted launch date for GMCGI is **February 3, 2025.**

- GMCGI Imagery should appear on your website in as little as 72 hours after launch.

- Your GMDC will be reviewing your website post-launch to review and confirm optimal implementation of GMCGI.

- ***Trader/ AutoSync website customers:**
  - Trader is completing work to support multiple New image sources to support GMCGI for **March 31, 2025**.
    - **GMCGI Essentials:**
      - Until this work is completed, Trader customers will *not* be auto-enrolled or billed for GMCGI Essentials.
      - If Trader website customers wish to utilize GMCGI as their only New imagery source prior to March 31, please reach out to your GMDC to consent to early enrollment (GMCGI images will replace existing New imagery).
    - **GMCGI Plus:**
      - Since GMCGI Plus includes the ability to syndicate to a 3rd party DVIM, Trader website customers who utilize a 3rd party DVIM (Homenet, vAuto, etc.) may enroll in GMCGI Plus at any time and your GMCGI imagery will be delivered to your DVIM for implementation on your website.
      - For dealers without a 3rd party DVIM who wish to enroll in GMCGI Plus, consent may also be submitted to your GMDC to have GMCGI as your only New imagery source prior to March 31, 2025.

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What if I already merchandise my own inventory?

While GMCGI can function as a standalone inventory merchandising solution for your New inventory—It is also designed to complement photography captured by your team or additional Inventory Merchandising partners, allowing you to ensure all inventory on your website has imagery at all-times—including in-transit units.

- **For GMCGI Essentials dealers:** Your website provider is configured to place all existing real imagery first. Please contact your website provider or GMDC with any additional preferences.

  – **GMDC Support:** info@gmdealerdigital.ca

- **For GMCGI Plus dealers:** Upon onboarding, eVN support will work with you and your DVIM provider to import your GMCGI imagery in the manner you desire. Please contact eVN support for any future updates to your image preferences.

  – **eVN Support:** gmmailbox@evnusa.com

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Imagery Order Questions:

1. **Can the GMCGI Image order be adjusted?**

   – Yes—**eVN support** can assist with adjusting image order to your preference. Dealers can reach out to eVN support at any time to adjust.

     • **eVN support: gmmailbox@evnusa.com**

2. **How Quickly do GMCGI images get on my site?**

   – In most cases, GMCGI imagery will be live on your site within 48-72 hours of your enrollment being processed.

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Syndication Questions:

1. **Can I syndicate GMCGI images to 3rd parties?**
   - Yes. Upgrading to **GMCGI Plus** allows your store's imagery to be delivered to an DVIM/ IMS provider of your choice to be syndicated.

2. *Can I use my GMCGI imagery for other creative or advertising purposes?*
   - Yes. Once enrolled in GMCGI, you own your GMCGI imagery and possess full usage rights.

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Why am I missing GMCGI imagery for individual VINs?

- These are the primary causes of missing GMCGI imagery:

1. **Dealer trades**—Dealer trades may cause a temporary delay in imagery appearing on your website of approximately 48-72 hours. This is how long it takes for your VIN data to be re-allocated and eVN to generate the imagery before delivering to your website provider or IMS.

2. **Brand new models & Model year changeovers**—eVN takes 4-6 weeks after production start date to create and QA net-new CGI frameworks. Images are typically available from the moment of invoice. New model launches and model year changeovers may incur a GMCGI imagery delay of a few days to a few weeks.

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NGSL0SB033221   STOCK: 45005

ARRIVING SOON

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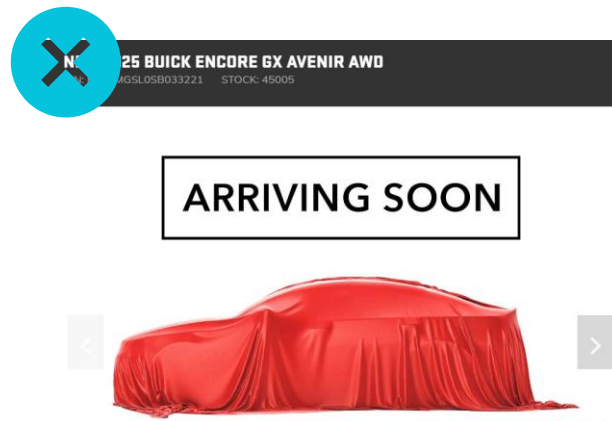
Why am I seeing generic stock imagery instead of GMCGI imagery?

If you see generics or stock images appearing where you do not expect to see them, this indicates that either:

A) Images have been uploaded to the VDP at the dealer level. GMCGI is designed to prioritize dealer uploaded images first. Typically, this is real photography—but if stock/ generic imagery has been manually uploaded, then first check your CMS and remove the unexpected images.

B) There may be a stock image feed delivering these images to your website.

   * Note that as available, GMCGI is designed to show display stock images from your stock image feed first in rare instances where GMCGI may be unavailable.

The options to quickly address and update depend on your enrolled package:

1. **GMCGI Essentials:** If you are utilizing GMCGI Essentials, this would be likely be configured within your website CMS. If you need assistance, please contact your website provider or your GMDC/ Infobox to assist with reviewing and adjusting the images in your feed. **GMDC Support:** info@gmdealerdigital.ca

2. **GMCGI Plus:** If you are utilizing GMCGI Plus, this would likely be configured within your IMS or DVIM. GMCGI is integrated with your IMS/ DVIM and eVN Support can assist with reviewing and adjusting your application of stock imagery. **eVN support:** gmmailbox@evnusa.com

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Why are GMCGI images replacing my real photographic images?

GMCGI is designed to show real images first. If you notice that GMCGI images have replaced your real images, this is likely due to a simple hierarchy configuration within your website or DVIM. The options to quickly address and update depend on your enrolled package:

- **GMCGI Essentials:** If you are utilizing GMCGI Essentials, this would be likely be configured by your website provider. Please contact your website provider or GMDC to assist with reviewing and adjusting your image hierarchy configuration.

- **GMCGI Plus:** If you are utilizing GMCGI Plus, this would likely be configured within your DVIM. eVN is integrated with your IMS and eVN Support can assist with reviewing and adjusting your image hierarchy configuration.

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Who do I contact additional troubleshooting?

- Depending on your package (Essentials or Plus), your image feed options and troubleshooting routes will vary. For the most efficient support, please contact the mailbox corresponding to your package:

  – **For GMCGI Essentials:** info@gmdealerdigital.ca

  – **For GMCGI Plus:** gmmailbox@evnusa.com