

# GMCGI T3 Data Analysis

Essentials, Plus, & Plus w/ DIY Custom Background

DEALER DIGITAL SOLUTION



**GMCGI stores saw a combined +11% increase in New VDP views +161% increase in Form Submissions compared to non-GMCGI**

- GMCGI Plus stores saw an additional **31%** increase in form submissions above Essentials
- GMCGI Plus stores with a DIY background saw a further **61%** increase in Form Submissions, and **213%** compared to non-GMCGI stores



## Non-GMCGI

VDP Views:

**24/ unit**

Form Subs:

**.02/ unit**



## GMCGI Essentials

VDP Views:

**22/ unit**

Form Subs:

**.05/ unit**



## GMCGI Plus

VDP Views:

**26/ unit**

Form Subs:

**.06/ unit**



## Plus w/ DIY BG

VDP Views:

**33/ unit**

Form Subs:

**.07/ unit**

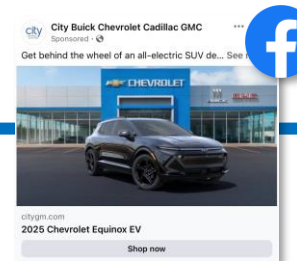
## Benefits of Upgrading:



+18 additional images w/  
dealer name (24 total)



3<sup>rd</sup> party syndication + ability to  
leverage GMCGI images for digad



Enroll in DIY BG for added customization +  
high-res BG copy also provided to dealer



*\*Analysis based on T3 data collected on 450  
BACs between Feb. 3 and Feb 25, 2025*