



INVENTORY

Photo Services

Dominion Photo Services simplifies the process of collecting, branding and publishing your vehicle photos to set your inventory apart from the competition.

Vehicle details pages (VDPs) with multiple custom photos get 336% more views than VDPs with stock photos (AutoTrader site data). Higher quality images out-perform inconsistent dealer lot photos by 522% (EVOX). Create a great first impression, and increase brand recognition and car shopper engagement by publishing one consistent message across the web. Dominion Photo Services makes it easy. Dominion Inventory Manager simplifies the process of taking and uploading photos. Our extensive Photo Services help you brand and customize your vehicle photos with consistent backgrounds and overlays to attract the attention of online shoppers.

Our four-step process delivers professional results quickly and easily whether you select Full- or Self- Service.

1. Capture vehicle images
2. Trim and replace background with consistent image
3. Apply customized overlays (dealership information, calls to action, etc.)
4. Publish photos to dealership website and largest network of third-party partner sites

Benefits

- Uniquely brand each vehicle to stand apart from the competition
- Enhance customer experience
- Publish your inventory online faster and more consistently

“ Vehicle listings with custom photos increase click rates by more than 155%. ”

(Source: AutoTrader Study)



- ▶ Photo Overlays
- ▶ Photo Frames
- ▶ Coming Soon Photos
- ▶ Super-size Photos