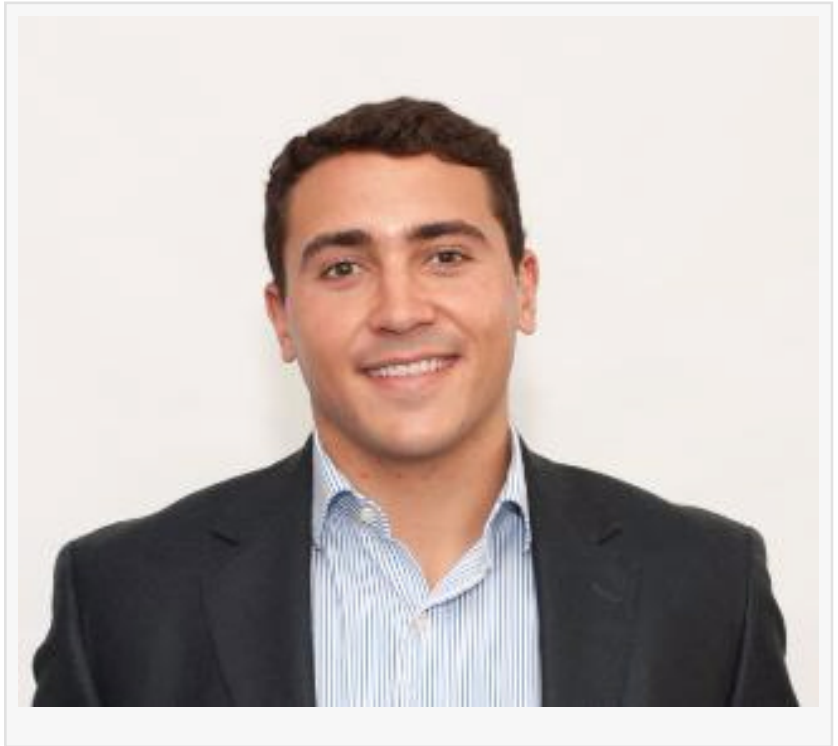


# SpinCar's Devin Daly Keynotes Vehicle Merchandizing Presentations at Canada's DealerTalkx October & November Conferences

NEW YORK, NY, USA, October 12, 2017 /EINPresswire.com/ -- New York, October 12, 2017 – [SpinCar®](#), the global leader in automotive merchandising tools, today announced that CEO, Devin Daly, is a keynote speaker at two upcoming DealerTalkx conferences in Canada: Tuesday, October 17, at 3:20 pm, in [Calgary, Alberta](#), and Thursday, November 16, at 2:30 pm, in [Toronto, Ontario](#).

This year, DealerTalkx will focus on the Dealership of the Future, exploring where the automotive industry is headed and arming dealers with the best information and resources to bring their dealership into a new era. With more dealers than ever accepting the technological age of buying and selling online, this year's conference aims to make attendees experts in the online auto sales revolution.



Daly is uniquely qualified to advise dealers about the online auto sales revolution. Before founding SpinCar, he helped large fashion and eCommerce brands increase conversion rates and website engagement by leveraging interactive content. With experience working with several OEMs and thousands of dealerships in 12 countries, Daly intimately understands the challenges facing today's dealership and is full of solutions to overcome them.

In his presentation, Effective Vehicle Merchandizing to Move More Metal, Daly will discuss how effective vehicle merchandizing continues to separate high-performing dealers from the rest of the pack.

“Starting with an overview of the evolving online landscape, we’ll discuss several factors to bear in mind when making digital decisions, while also highlighting some dealerships around the globe that are really pushing the envelope with their online showrooms, said Daly. “We’ll then move on to discuss quick, actionable steps dealerships can take to immediately elevate their conversion rates. Finally, I’ll discuss research which shows that the online user experience will soon include shrinking screen sizes, virtual reality headsets, and gesture controls. These are all becoming critical components of the UX,” Daly continued.

SpinCar's state-of-the-art merchandising solution leverages proprietary technology to build trust with consumers shopping on a dealer, OEM or third-party website. The platform automatically converts vehicle photographs into highly-interactive, virtual reality enabled 360° displays with tagged, touchable hotspots. These customizable hotspots can be used to indicate features or faults of a vehicle and gain unprecedented insights about consumer behavior. The 360-degree interior and exterior views can easily be published on any website in under ten minutes and customers can even dive inside the vehicle if they have a virtual reality headset (Gear VR, Google Cardboard or other).

These 360-degree Walkaround VDPs on average produce 42 percent more leads for dealers and OEMs, while increasing consumer engagement by 56 percent. The seamless interior and exterior spin gives customers the transparency they desire during the car buying process. In addition, SpinCar's Lead Intelligence Reporting includes a set of proprietary reports that provide dealerships with insights into the drivers of their business like never before. By monitoring engagement with hotspot features, SpinCar® helps dealers understand consumer behavior. For more information about SpinCar's vehicle merchandising capabilities try a free demo today by visiting: <https://spincar.com/>

#### About SpinCar:

SpinCar®, based in New York City, is a comprehensive vehicle merchandising platform used by auto dealers in the U.S. and abroad, including several OEMs. SpinCar's Mobile Capture Application increases photographer efficiency by 2X while guaranteeing photographic consistency and promoting higher inventory coverage. The SpinCar 360 Walkaround web display is proven to increase website dwell times and a guaranteed 10% increase in leads by providing a more interactive consumer experience.

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