



SpinCar® Named Exclusive Provider, Integrates Display System into Canada's Largest Classifieds Site, eBay's Kijiji

SpinCar, leader in automotive merchandising tools, announced today that it has integrated its display system into Kijiji.

NEW YORK, NEW YORK, UNITED STATES, November 2, 2017 /EINPresswire.com/ -- [SpinCar®](#), the



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*SpinCar CEO/ Co-Founder,
Devin Daly*

global leader in automotive merchandising tools, announced today that it has integrated its display system into [Kijiji](#), the leading online classifieds site in Canada. SpinCar's comprehensive vehicle merchandising platform, which includes [360 WalkArounds](#) and Lead Intelligence Reporting, is now fully integrated into the site as part of an exclusive partnership.

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).

"Partnering with Kijiji is very exciting for our team as their presence and foothold in the Canadian autos marketplace will be a huge asset moving forward," said Devin Daly, SpinCar Co-Founder and CEO. "Now, our dealer's super-engaging 360 WalkArounds work not only on their home website, but also in syndication on Kijiji with the same level of engagement. We also provide the dealerships with our industry-leading intelligence reporting. Dealers and OEMs can view the exact features consumers interact with and track consumer behavior on both the home website and Kijiji for an incredibly comprehensive view."

SpinCar's 360-degree Walkaround VDPs on average produce 42 per cent more leads for dealers and OEMs, while increasing consumer engagement by 56 per cent. 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 help dealerships understand the drivers of their business like never before. By monitoring engagement with hotspot features, SpinCar helps dealers understand consumer behavior which then drives more efficient, customized sales and marketing strategies.

Commenting on the partnership, Leanne Kripp, Head of Autos at Kijiji stated, "SpinCar is years ahead of other providers in terms of functionality, ease of use, and user experience. We are thrilled to partner with a like-minded market leader."

For more information about SpinCar's vehicle merchandising capabilities try a free demo today or visit

www.SpinCar.com.

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About Kijiji:

Kijiji, the #1 online classifieds site in Canada, is part of the fast-growing eBay Classifieds Group. Reaching over half of the monthly online population of Canada, it is one of the leading digital advertising properties across various market sectors, including autos, retail and real estate. Kijiji is also one of the leading display platforms in Canada. For more information on Kijiji for Business, please visit www.kijijiforbusiness.ca.

About eBay Classifieds Group:

eBay Classifieds Group is an innovative leader in online classifieds, with 12 brands in over 20 countries and more than 1,000 cities around the world. For more information on Kijiji for Business and the eBay Classifieds Group, please visit www.kijijiforbusiness.ca.

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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