



Web

Our CitNOW Web application gives you full control over your digital marketing assets.

No more costly waiting for external photographers or videographers. No wishing they had taken 'that' photo or recorded 'that' angle. The CitNOW Web app combines video with imagery and 360° to instantly create an accurate, extensive, visual representation of the vehicle.

Key benefits:

- 1. Increase** - Good digital assets result in more ad views, longer dwell times and more enquiries all providing one thing: increased sales. In addition, video will help encourage customers to travel further to see a vehicle, increasing your geographical reach.
- 2. Reduce** - The time vehicles remain in stock can be decreased by as much as 8.5 days when using web video. This will reduce costs and increase stock-turnover.
- 3. Quick** - The ease of the app means you can get stock online in as little as two hours. There is no need for an external photographer or videographer, you're in control.
- 4. Consistency And Quality** - Maintain consistency with the use of wireframes to collect brand approved, quality assets across all used stock. Quality Control and Background Replacement available.

About CitNOW

In 2008 CitNOW was formed to solve one challenge, how to allow people to view cars without visiting car showrooms. Typical of the company we are today, **the solution was breathtakingly easy** - video. And so the automotive video industry was born.

But, as is often the case, the simpler the solution, the more complex the thinking behind it. It is this thinking, however, that has helped us to constantly evolve and change the landscape - not for the short term, but for the future, because when we do something, we commit to it.

Simply put, we provide app-based video and digital communication solutions to create a more transparent and easy car buying and owning experience for your customers. It's smart video - tailor made for sales, web, workshops and bodyshops - for smarter retailing.



Key Features

- ✓ **All in one**
The app does it all. From finding the gaps in your stocklist, to collecting and uploading brand-standard video, imagery and 360°.
- ✓ **Integration**
Compatible with all major online sales portals so all you need to do is make the video, take the photo's and the 360°. It will auto-upload to your site(s) of choice.
- ✓ **Guided**
Intuitive and structured, with inbuilt guides to help the user step-by-step make an effective and high quality web video and wireframes to keep images to brand guidelines.
- ✓ **Request**
Linking directly to the CitNOW Sales app, this functionality allows a customer to request a personalised video, instantly creating an alert in the sales application. All their details are transferred across straight away, making it a quick and easy process.



To view example videos and case studies visit
www.citnow.com/web



Request a demo and experience the power of a personal video presentation
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To find out how CitNOW can benefit you call us on: **+44 (0)1189 977740** or email: sales@citnow.com