

# XRM Video

## A Fully Integrated Video Solution to Personalize Emails

With more consumers staying home and car shopping online, now is a great time to consider XRM Video. Our video option is fully integrated into the web, desktop and mobile application of XRM so you can upload and send a video wherever you are.

**Contact your  
Performance  
Manager today!**

### The new video feature:

- Builds interest and excitement in a vehicle that your customer has inquired about from the comfort of their home
- Allows you to easily personalize your message and use your sales skills to speak directly to your viewers while bringing the message to life
- Allows you to detail the car features on camera – especially items that are important to your customer
- Helps build confidence and trust in you and your dealership
- Creates a lasting impression and helps you stand out from the crowd
- Provides reporting and tracking of all emails

