



Top Global Portal Selects izmocars for Worldwide “Wow” Factor

Success Story

Client

One of the World's top 3 portals

Solutions

izmo**media**

One of the world's top three portals needed a strong media partner who could deploy automotive visual content, including high-end vehicle images, interactive panoramas, car videos, and 360° degree spins on the portal in 16 different countries.

The Challenge

Deploy visual content for one of the world's top three portals in multiple countries and languages, seamlessly

The multinational portal needed not only rich, interactive, and comprehensive visual content for a unique selection of available automotive makes and models in each country; but also needed multiple language options deployed alongside the visuals, depending on the country. All of this content needed to meet stringent portal security requirements, while integrating seamlessly into the existing layouts of the country portals.

At a Glance

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Throughout the product launch process, izmocars experts worked closely with client teams to ensure a smooth rollout, while demonstrating strong domain expertise in both automotive and image-based content. The team's agility was a key element as the needs of the project changed. Today, thanks to the izmocars team, the portal has successfully rolled out an impressive high-end image library accessible to millions of car shoppers around the globe.

The Solution

Image galleries, videos and vehicle spins customized to each country's individual needs

After an exhaustive search, the portal chose izmocars based on their international reputation for top quality automotive content and expertise in working in global markets. izmocars immediately got to work on a solution that would provide this client with high-resolution image galleries, interactive 360° interior panoramas, exterior 360° spins, and colorizations with selectable color swatches for all available colors.

izmocars experts wasted no time in ingesting bulk, third-party automotive specification data into their systems for each of the 16 markets. They then determined which of the makes and models were available for sale commercially in each country. Once that work was complete, the data was integrated with the digital media assets for each vehicle make and model, per country, and translated into ten different native languages.

The izmocars team was able to build the data in a way that the inventory would be searchable and attract various search engines to the inventory pages. The result is an immersive user experience for multinational visitors across the globe.

The Results

Happy Vehicle Shoppers across the Globe

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Drop Quote:

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