

30-DAY TRIAL PROVES FINDLAY HONDA CAN TURN VOLUME UNITS 86% FASTER AT M.S.R.P. WITH /AI/™

LOTLINX®

CASE STUDY

MEET THE DEALER

As one of Findlay Auto Group's top-selling used retailers, Findlay Honda of Las Vegas knows how to beat the competition. Being frugal with marketing budget, this longtime LotLinX customer had only tried /AI/ on Used.

To test what LotLinX can do for their New inventory, they worked with our strategy team to run a model-specific trial campaign on volume CR-Vs.

TEST DETAILS

They gave us 30 days to target 57 of their MSRP New CR-Vs that had never received LotLinX traffic. In that test period, LotLinX was the isolated source of paid traffic, contributing 500 shoppers, totaling 64% of all VDP activity for those VINs.



Findlay Honda

Serving as an automotive leader in the Las Vegas, Boulder City, and Henderson, Nevada areas, Findlay Honda offers a wide selection of new, used, and pre-owned vehicles.

RESULTS

By the end of the trial, 21 CR-Vs sold with an average of 7 VDP views over 11 days. That's close to 70 days faster turn, from a \$1,995 campaign. By sending LotLinX's hyper-targeted, net-new shoppers directly to his brand's VDPs, Don's team now knows - and recommends - the power of /AI/ for moving New and Used models alike.

\$95

AVG COST PER SOLD VIN

38%

CAMPAIGN SELL RATE

57

NEW VINS TARGETED

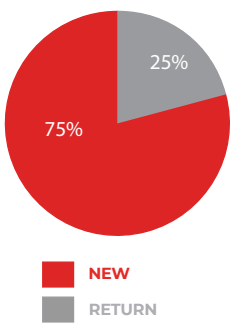
21

TARGETED VINS SOLD IN 30 DAYS

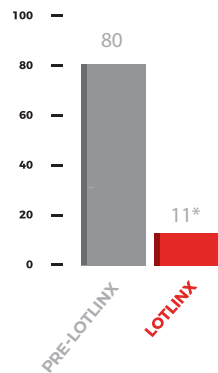
86%

FASTER TURN ON TARGET VINS

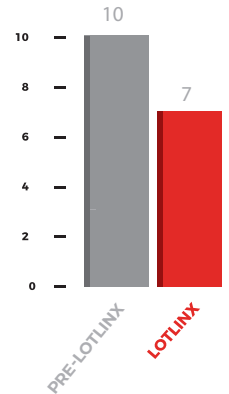
LOTLINX SHOPPERS TO DEALER WEBSITE



AVG DAYS ON LOT BEFORE SALE BY UNIT



AVG VDP VIEWS PER SOLD UNIT



"We've felt good about what our Used Car Sales Manager has been doing with LotLinX for a while now. But after seeing the results from our trial on volume CR-Vs, my GM made the easy call to add an ongoing LotLinX strategy for New inventory, too."

- DON STAMARIA
General Sales Manager

*LOTLINX TARGETED UNITS THAT HAD ALREADY BEEN ON THE LOT FOR 95 DAYS. THOSE UNITS SOLD AFTER 11 DAYS IN A LOTLINX CAMPAIGN, ON AVERAGE.

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