

# 90-DAY TEST PROVES HOLMAN AUTOMOTIVE CAN AVOID FINAL PAY ON PROBLEM AGED UNITS WITH /AI/™

LOTLINX®

CASE STUDY

## MEET THE DEALER

With multiple rooftops operating the LotLinX platform to drive vehicle sales, the strategic marketing decisions at Holman Cadillac always align to VIN specific sales goals.

**So when they found themselves with a group of niche models collecting over 300 days of dust, they knew to work with our strategy team on a targeted campaign to move those aged New XTS units ASAP.**

## TEST DETAILS

They gave us 90 days to target 9 of their oldest vehicles at high risk of going to final pay. In that test period, LotLinX was the isolated source of paid traffic, contributing 372 shoppers, totaling 37% of all VDP activity for those VINs.



### Holman Cadillac

Founded in 1924, the Holman Automotive Group consists of more than 40 operating companies across the country that provide a variety of New, Used, and CPO inventory.

## RESULTS

The 90-day campaign concluded with 8 out of 9 XTS units sold for a total investment of \$2,689.61. By sending LotLinX's hyper-targeted, net-new shoppers directly to their toughest VDPs, Geoff's team efficiently moved VINs that would have gone to final pay, where all rebates are lost and the manufacturer has to be paid for the car.

**\$336**

TOTAL COST PER SOLD VIN

**89%**

CAMPAIGN SELL RATE

**9**

AGED VINS TARGETED

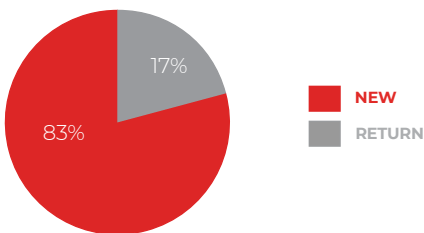
**8**

TARGETED VINS SOLD IN 90 DAYS

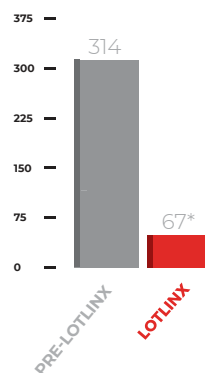
**\$2.7K**

TOTAL MARKETING INVESTMENT

### LOTLINX SHOPPERS TO DEALER WEBSITE



### AVG DAYS ON LOT BEFORE SALE BY UNIT



"These units posed a serious threat to that store's margins if we didn't sell them within our 90-day window. LotLinX saved us a TON of time and money by making our campaign to move them quick and easy. That's why we continue to expand /AI/ to more stores."

- GEOFF MANCINI  
Northeast Strategic Account Manager: Marketing

\*LOTLINX TARGETED UNITS THAT HAD ALREADY BEEN ON THE LOT FOR 314 DAYS, ON AVERAGE. THOSE UNITS SOLD AFTER 67 DAYS IN A LOTLINX CAMPAIGN, ON AVERAGE.

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