

VANGUARD KIA OF ARLINGTON DOMINATES MARKET SHARE WITH LOTLINX /AI/-POWERED CAMPAIGNS



CASE STUDY

General Manager Jeremy Wiggains diligently monitored COVID's influence over his market and was able to increase his LotLinX campaign spend as competitors pulled back on their advertising.

The increase in in-market shopper traffic to both Jeremy's New and Used inventory enabled Vanguard Kia of Arlington to **gain control of its market share** and improve its sell rate.

Throughout nationwide shutdowns, **Vanguard Kia of Arlington remained the #1 dealership in its district, #2 in Texas, and the only dealer in its 20 Group to increase sales year-over-year with the help of LotLinX /AI/ campaigns.**



Vanguard Kia of Arlington

Family owned and operated, Vanguard Kia of Arlington offers a comprehensive selection of new and used cars, trucks, and SUVs along with a full service and parts department.

67%

AVG SELL RATE

163

VINS TARGETED

147

VINS SHOPPED

98

VINS SOLD

52

HARD CONVERSIONS

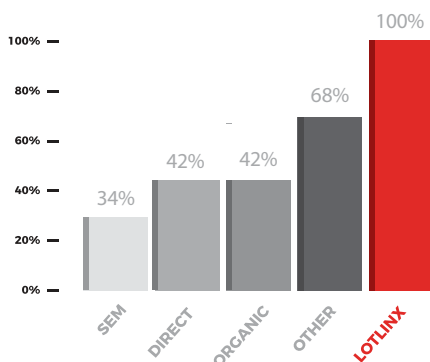
\$0.93

COST PER VDP VIEW

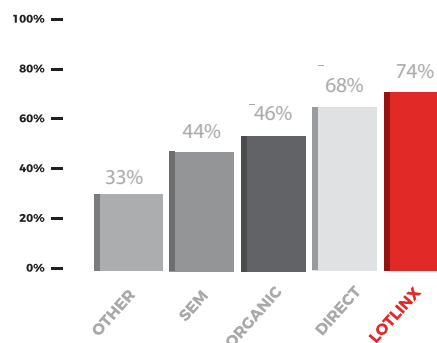
\$61.20

COST PER SOLD VIN

DELIVERY TO VEHICLE PAGES



% SESSIONS WITH VDP VIEWS BY TRAFFIC SOURCE



"People are emotional. **LotLinX /AI/ takes the emotion out of it** and simply works the statistics and numbers.

If anyone is going to try LotLinX for 90 days and review the spend vs the sell rate - **they'll stay with them.**"

- JEREMY WIGGAINS

*Data depicts one month of LotLinX-specific data for Vanguard Kia of Arlington

TO BROWSE MORE LOTLINX CASE STUDIES, VISIT [LOTLINX.COM/RESULTS](https://www.lotlinx.com/results)

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Data claims refer to Vanguard Kia of Arlington LotLinX campaign results. Individual results may vary. Please contact hello@lotlinx.com with questions.