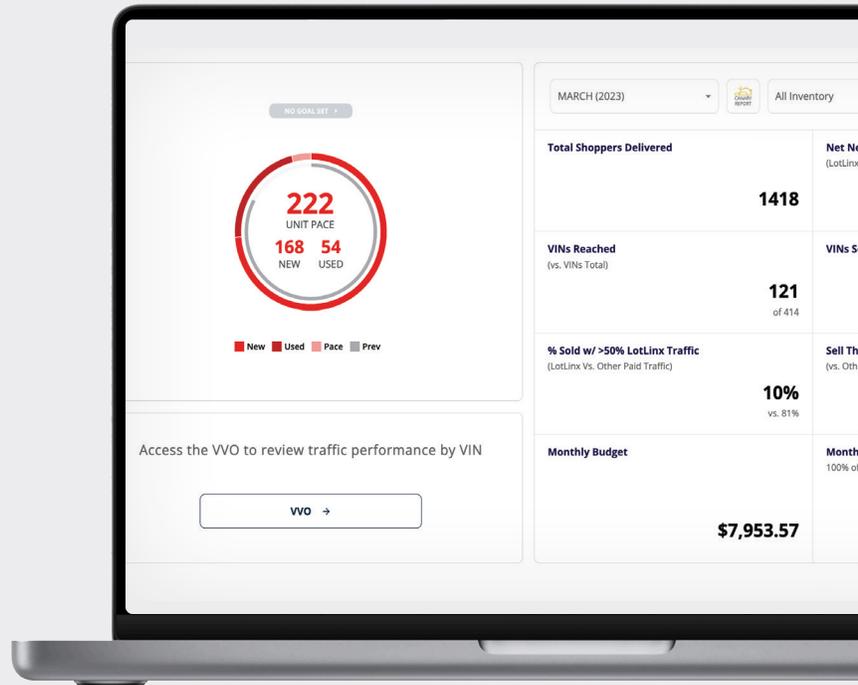




# Run a data-driven dealership.



## Control turn, market share, margins, and risk

**Lotlinx data gives you the best possible market advantage on every vehicle transaction.**

Execute VIN-specific strategies to increase turn, reduce waste, improve margins, and control risk. Maximize your profits with innovative features and precise machine learning models, including real-time market analysis, inventory management, and precision-targeted vehicle demand management.

### > 5 Million

#### Unique VINs Tracked Daily

Track your inventory performance against similar units in the market.

### > 20,000

#### Dealer Websites Crawled Daily

Monitor your store's performance compared to your top local competitors.

### > 100 Million

#### Tracked Shopper Actions

Identify how active shoppers navigate the buyer's journey with omni-channel activity insights collected daily.

### > 160

#### Publisher Integrations

Promote your inventory in ads across the largest publication network in the automotive industry.

### > 163

#### Data Variables per VIN

Access insights on pricing, demand, VDP traffic, shopper intensity, DOL, and more for every vehicle with the largest data set in the industry.

### > 1 Intelligent Partnership

You know your inventory best, and when you partner with us, you'll gain more insights from your data.



Learn more at [lotlinx.com](https://lotlinx.com), email [hello@lotlinx.com](mailto:hello@lotlinx.com), or call 1-800-625-5469.

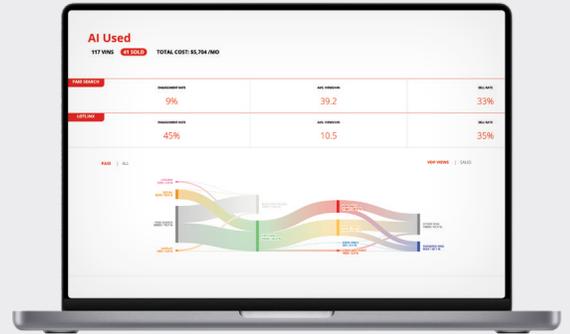
# Lotlinx Products & Solutions

## › Lotlinx VIN Manager

### Control your dealership at the **VIN level**

Manage every part of the retail process with predictive technology and an interactive platform of customized business tools.

- › Detect at-risk VINs based on market signals and lot conditions automatically.
- › View real-time market share rankings to inform marketing adjustments.
- › Understand a vehicle's market position to manage turn rate, days on lot, gross sales profit, and inventory risk.
- › Reach consumers down to the ZIP code with demand insights on local active shoppers.

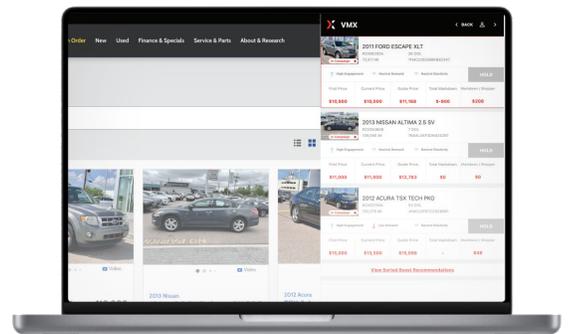


## › Lotlinx VMX

### Leverage **real-time data** for promotions

VIN-level recommendations advise on the most optimal time to promote vehicles with this easy, free browser extension. Real-time proprietary market, pricing, and shopper engagement data deliver these recommendations.

- › Get real-time insights on when to boost a VIN.
- › Be alerted when VINs are at risk to take immediate, corrective action.
- › Track price, local market supply, and active shopper demand against local dealerships and national market standards.
- › Check your VINs' performance based on analytics, demand, and pricing.



Learn more at [lotlinx.com](https://lotlinx.com), email [hello@lotlinx.com](mailto:hello@lotlinx.com), or call 1-800-625-5469.

# Lotlinx Products & Solutions

## > Lotlinx Video

### Supercharge VIN-specific video ads with AI

Optimize your video ad spending with an end-to-end video inventory solution. Increase sales, lower operational costs, and enhance the customer experience with Video.

- > Generate 7-second video ads for each campaign vehicle.
- > Pull visual and voiceover details from inventory listings.
- > Add AI-powered text-to-speech and video overlays to every ad.
- > Execute ads on Google, Facebook, YouTube, and OTT streaming.



**“Lotlinx allows us to look at cars the same way we run our operations, at the VIN level, and that makes the whole process a lot more efficient and more effective.”**

Herb Anderson - Stephen Wade Auto Center

## > Lotlinx Showroom

### Increase conversions by 5X on VDPs

Transform your VDPs into mobile-optimized pages to drive conversions and more sales. This consumer-designed solution enables car buyers to engage with you on any device.

- > Let shoppers interact with your dealership, wherever they are, via mobile.
- > Display relevant actions with “click-to-call” buttons, dealership directions, lease prices, test drive scheduling, and live chat.
- > Access meaningful ROI data.
- > Accelerate conversions based on your inventory needs.

**“People are emotional. Lotlinx AI takes the emotion out of it and simply works the statistics and numbers.”**

Jeremy Wiggains - General Manager, Vanguard Kia of Arlington



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# Lotlinx Products & Solutions

## › Lotlinx VIN View Optimizer

Better data leads to **better performance**

View your spending and its ROI by tracking VINs' digital presence and optimizing it. You can evaluate the distribution of spend, views, engagement, and more in one spot.

- › Reduce wasted spending.
- › Achieve 100% transparency of campaign dollars.
- › Identify inventory risk.
- › Analyze channel performance.



**“The Lotlinx platform oversees every step of the ad creation to get those ads up and running, which I just don’t have the time or means to do. I’d like to think I’m the smartest guy in the room, but I leave it up to the machine to build my campaigns for me.”**

Dan Liguori - General Manager, Ray Catena Mercedes-Benz of Union

## Optimize Every Dollar with Lotlinx

Leverage the most comprehensive inventory data in the market. Work with our experts to develop a strategy that addresses your needs and goals.

› **Schedule a free consultation to review your analytics and start your journey to become a more profitable dealership.**



Scan here to get started.



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