

King Automotive Group

Prior to using Lotlinx, King Automotive Group was focused on two main objectives: 1) accelerating inventory movement and 2) market share growth. However, managing partner, Jerad King, discovered that his existing inventory strategy was not effectively reaching the store's target audience and was not exposing all of its inventory to potential buyers.

The Solution

- › King **reduced the store's reliance on portal sites** and other paid sources of traffic to focus more budget on the Lotlinx platform.
- › The Lotlinx platform identifies potential shoppers across **1,000 unique referral sites**, making it more effective than third-parties in generating purchase-ready buyers.
- › The Lotlinx platform delivered between **19 and 30 shoppers per day** to King's inventory.
- › On average, sources like Google, Bing, and Cars.com were only sending traffic to 11% of King's VDPs. The Lotlinx platform was able to drive active shoppers to over **75% of King's inventory**.
- › By diversifying its traffic, King saw an immediate uptick in sales within a previously untapped demographic. Spanish-speaking buyers went from making up **10% of dealership sales to over 30%**.
- › King moved up nearly **100 points** on the GM Retail Sales Indicator (RSI), ranking **#3 out of 23** GMC dealerships in the state of Colorado - evidence of their expanded reach and accelerated inventory turn.

Highlights

- › **#3 ranking**
For GMC in Colorado out of 23 stores
- › **20% increase**
In sales from an untapped demographic
- › **75% delivery**
Lotlinx traffic reached a majority of sold inventory

"I would attribute about 75% of our sales to Lotlinx. We're able to reach people that we've never reached before."

Jerad King, Managing Partner

