

# Lotlinx VIN View Optimizer

Imagine being able to see at a glance exactly how much money you're spending and what results that money is generating. The days of guesswork and uncertainty are over. Never wonder if the marketing you are paying for is actually working again.

The Lotlinx Vin View Optimizer gives you the power to track every single one of your VINs digital presence and optimize it with ease. Assess the distribution of spend, views, engagement, and more for your VINs at a glance. Save hours of reporting time every month. Enjoy the full transparency and never worry about wasted campaign dollars again.

## Better data leads to better performance.

### 1. Remove wasted spend

High converting VINs are sucking the budget from units that are underperforming in the marketplace.

### 2. Identify inventory risk

Uncover which units need more or less attention in order to sell and set a plan to promote the VINs that need the most help.

### 3. Inspect channel performance

Reevaluate your vendor traffic by channel and source to streamline your promotion operation.

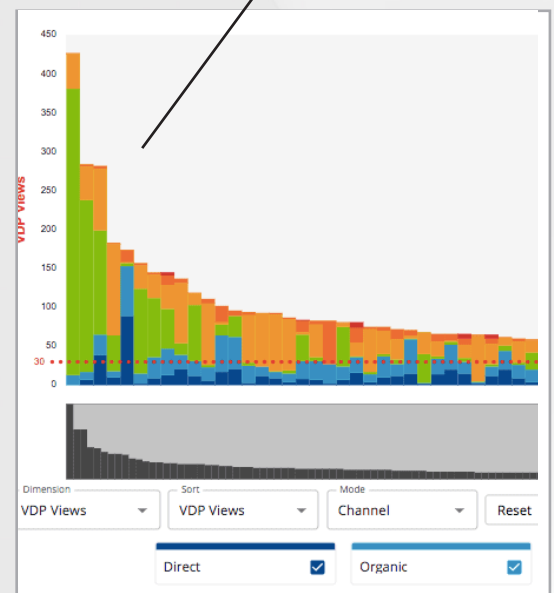
### 4. Optimize for ROI



We integrate fully with your existing Google Analytics to track engagements from every source online, with unrivaled transparency in reporting so you get the whole picture.

Dealers using the Lotlinx VVO have  
**100% visibility** into their inventory data.

20% of budget spent on 17 out of 460 VINs



**BONUS!** Get a Free Inventory Risk Analysis when you sign up for VIN View Optimizer @ [Lotlinx.com/VVO](https://lotlinx.com/VVO)

**Lotlinx** Learn more at [lotlinx.com/VVO](https://lotlinx.com/VVO)  
or call 1-800-625-LINX (5469)