

Fayetteville Dodge Ram

When general manager Dominic Scruggs was hired to run the Hudson Auto Group's newly acquired Fayetteville Dodge Ram store, his first call was to Lotlinx. Dominic and the ownership's main goals were to increase total unit sales, capture more market share, and move up in rank within their Stellantis zone. After working with the Lotlinx platform previously, Scruggs knew it was the ideal solution to achieve these goals.

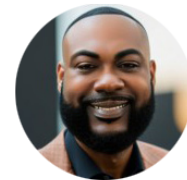
The Solution

- › General Manager Dominic Scruggs and his Lotlinx Performance Manager used the Lotlinx VIN View Optimizer to **break down marketing spend** by channel, traffic source, and third-party vendors.
- › The store was able to cut over \$10,000 in marketing budget by bringing marketing costs down from \$487 to only **\$75 per VIN**.
- › Fayetteville Dodge Ram targeted over 200 units in its first month on the Lotlinx platform and saw a **44% sell through rate**.
- › Reaching active, interested buyers with the Lotlinx platform resulted in a **75% engagement rate** and **45 tracked website conversions** in just one month.
- › The store's average inventory days on lot was 38 days prior to the Hudson Auto Group's acquisition. With Lotlinx, the store's average days on lot **decreased to 22 days**.
- › In the first month with Lotlinx, Scruggs **improved sales by 241%** year-over-year and exceeded his Stellantis monthly sales objective by **133%**, topping their zone of 18 dealerships.

Hear more about Dominic and Fayetteville Dodge Ram's story firsthand at [Lotlinx.com/Fayetteville](https://lotlinx.com/Fayetteville).

Highlights

- › **241% increase**
In total monthly sales year-over-year
- › **133% increase**
In Stellantis monthly sales objective
- › **16 days**
Decrease in average inventory days on lot



"Lotlinx was my first phone call when I got here. I needed help moving metal and they knew what to do."

Dominic Scruggs, GM