



OEM Campaign Results

Model-Specific, SE Region

An import OEM needed immediate assistance in the Southeast Region selling off their sunsetting SUV model. Lotlinx was tasked with turning these challenged units.

Due to the Lotlinx campaign's success, a nationwide program will be launched to address challenges with the OEM's entire SUV model line.

Performance

Dealers Participated	132
Units Shopped (VINs reached)	1,983
VINs Sold	1,602
Sell Rate	80.79%
Total Shoppers Delivered to VDP	43,474
% Net New Shoppers	72.56%
Spend/Dealer	\$1,263
Spend per Unit Sold	\$109
Spend per Unit Supported	\$88

Highlights

- > **67 days**
April DOL
(pre-campaign)
- > **31 days**
May DOL
(post-campaign)
- > **-42.6%**
DOL reduction vs.
national brand average
- > **80.79%**
Total inventory sold
by all dealers
- > **100%**
Inventory sold
by 59 Dealers
- > **80%**
Inventory sold
by 91 Dealers