

Kia of Everett

As a life-long salesman, Kia of Everett General Manager Erik Butler understands the importance of moving inventory. Butler has partnered with Lotlinx and its team of inventory experts for over five years across two Harnish Auto Family stores. After establishing a trusted relationship with the Lotlinx team, the Harnish Auto Family now runs the Lotlinx precision retailing platform in all six of its storefronts.

The Solution

- › General Manager Erik Butler **relies on the partnership** with his Lotlinx performance managers to build retailing strategies unique to his brand, market, and sales team.
- › Lotlinx is a Kia Certified Digital Solution and **trusted OEM partner**, allowing Butler to use **co-op dollars** to fund the store's precision retailing campaigns.
- › Butler uses the Lotlinx AI and machine learning-powered platform to identify low-funnel shoppers and send **74% net new traffic** to his site's vehicle details pages (VDPs).
- › After **successfully finding shoppers** for older, hard-to-sell units, Butler expanded his Lotlinx campaigns to included new car inventory.
- › By accelerating inventory turn, the store now moves units after just **24 days on lot**, nearly half of the industry average of 56 days.
- › Kia of Everett increased sales **30%** year-over-year, proving Lotlinx's **return on investment (ROI)** and giving Butler permission to set his sights higher.

Hear more about Erik and Kia of Everett's story firsthand at [Lotlinx.com/Kia-of-Everett](https://lotlinx.com/Kia-of-Everett).

To take control and enroll with Lotlinx, visit [Lotlinx.com/Kia](https://lotlinx.com/Kia).

Highlights

- › **30% growth**
In sales year-over-year with help from Lotlinx
- › **74% net new**
Shoppers new to the dealer's site via Lotlinx traffic
- › **24 days**
Average days on lot for units in Lotlinx campaigns



"I can't think of a month - or a year - when my ROI with Lotlinx wasn't excellent."

Erik Butler, GM