

Lake Auto Group

For over 100 years, the Lake Auto Group has been serving customers in the highly-competitive Milwaukee market. In order to stay sharp, the group's Chevrolet and Ford stores enlisted the help of the Lotlinx VIN-specific platform and the Showroom mobile-optimization product. Together, the stores were able to improve their online inventory listings, attract more interested buyers, decrease the time to sale, and boost profits for their new and used vehicle inventory.

The Solution

› General Sales Manager Matthew Maneage and Marketing Director Jamie Enders-Bonk initially sought out Lotlinx to help **increase turn** and **avoid price drops** for used vehicle inventory.

› Using the **Lotlinx Showroom** product to mobile-optimize their VDPs, reduce load times, and streamline calls-to-action allowed the Lake Auto Group to **enhance their customers' shopping experience**.

› By delivering net-new shoppers to easy-to-use VDPs, Lotlinx became the group's **highest converting** source of traffic, increasing the shopper conversion rate to 2.5%.

› After one month, the VIN-specific Lotlinx approach was able to **identify active buyers** for the targeted inventory and bring the average days on lot down from 35 to 24, **an 11 day decrease**.

› The power of the Lotlinx platform and its transparent reporting tools allowed the Lake Auto Group team to reevaluate their **expectations for a strong ROI** across all of their vendors.

Hear more about Lake Auto Group's story firsthand at [Lotlinx.com/LakeAuto](https://lotlinx.com/LakeAuto).

Highlights

› **#1**
Source of converting traffic is from Lotlinx

› **2.5%**
Shopper conversion rate from Lotlinx traffic

› **11 days**
Decrease in average inventory days on lot



"The team's excited to get those calls and chats from Lotlinx traffic because they know they're buyers."

Matthew Maneage,
General Sales Manager