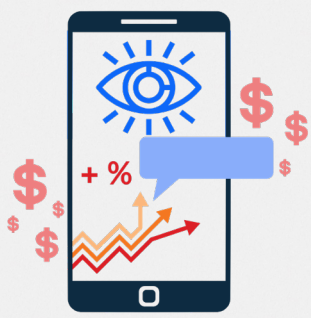


Debunking 7 Marketing Myths

1

Myth: CTR is the most important metric for measuring success.

Reality: While click-through rate is a commonly used metric, it doesn't provide a complete picture of overall campaign effectiveness. Successful dealerships prioritize metrics such as conversion to sale, return on ad spend per vehicle, and customer lifetime value to achieve their goal of selling more cars.



Myth: More ad impressions lead to better results.

Reality: Displaying ads to the right audience at the right time is far more impactful than increasing the number of impressions. Shopper engagement and purchase readiness are key metrics designed to increase profit by connecting highly engaged in-market shoppers with your inventory.

2

3

Myth: More leads are a good thing.

Reality: Not all leads are created equal. Quality leads that convert should be your priority. Our machine learning targets engaged shoppers interested in your specific VINs, close to making a purchasing decision, rather than only sending clicks and leads to your website.



Myth: Social media is the only effective digital advertising channel.

Reality: While social media platforms are popular advertising channels, they are not the only effective ones. Other channels, along with VIN-specific strategies leveraging AI algorithms are required. Our AI platform enables ROI tracking for every vehicle and utilizes predictive analytics to make informed vehicle investments.

4

5

Myth: Digital advertising guarantees immediate results.

Reality: Digital advertising can deliver quick results, but it requires continuous optimization, testing, and refining for long-term success. Lotlinx technology predicts at-risk inventory for markdowns and aging out, allowing focused investment on these VINs to maximize profit. On average, our customers have seen a reduction of 7-10 days on lot.



Myth: You need to be present on every digital advertising platform.

Reality: It's not necessary to have a presence on every platform. Instead, focus on platforms where your target audience is most active. Quality over quantity is key. Our AI analyzes each VIN to develop a customized strategy, optimizing spend on highly engaged channels.

6

7

Myth: Once you launch a campaign, you can sit back and relax.

Reality: Successful digital advertising requires ongoing monitoring, optimization, and adjustments. Analyzing data, testing strategies, and making improvements based on insights are crucial. With a Lotlinx Strategist, our solutions improve the financial impact for every VIN throughout the vehicle life cycle, from acquisition through pricing, promotion, and sale.



Never wonder if the marketing you are paying for is actually working again.

[Register for your Free Lotlinx VIN View Optimizer](#) and Take Control of your distribution of spend, views, engagement, and more for your VINs at a glance.

The Lotlinx **Platform** provides automobile dealers and manufacturers with enhanced **operational control** over their retail business. Leveraging state-of-the-art real-time data and machine learning technology, Lotlinx provides a Precision Retailing solution that enables dealers to **automatically adapt** to market dynamics, mitigating inventory risk through VIN-specific strategies. Dealers benefit by optimizing their profitability per vehicle retailed with **machine-enabled increases** in volume, turnover, gross, and market share.