



Inventory Program Results

OEM Aging Inventory

In December 2023, a global automaker enlisted the VIN-specific Lotlinx platform to help dealers in the western region bring visibility to aging units approaching 60 days-on-lot. The program sold 51% of targeted inventory.

Performance

Dealers Participated	111
VINs Targeted	595
VINs Sold	301
Sell Rate	51%
Total Shoppers Delivered to VDP	8,828
% Net New Shoppers	87%
Spend per Unit Sold	\$146

Highlights

- > **51%**
Total inventory sold by all dealers
- > **100%**
Shoppers sent to dealer's VDPs
- > **87%**
Traffic net-new to dealer's site