



## Inventory Program Results

# OEM End-of-Year Push

At the end of 2023, a global automaker selected Lotlinx as its VIN-specific technology partner to help dealers across the nation promote and sell down their end-of-year inventory. The program helped dealers move 14,000+ units.

### Performance

Dealers Participated	279
VINs Targeted	22,613
VINs Sold	14,827
Sell Rate	65.7%
Total Shoppers Delivered to VDP	549,873
% Net New Shoppers	87%
Spend per Unit Sold	\$171

### Highlights

- > **65.7%**  
Total inventory sold by all dealers
- > **100%**  
Shoppers sent to dealer's VDPs
- > **87%**  
Traffic net-new to dealer's site