



## Pogue Chrysler

Located in rural Kentucky, Pogue Chrysler is a destination store for its shoppers, and generating demand from a distance is a challenge. General Manager Alex Pogue tested dozens of vendors and agencies before trying the Lotlinx VIN-specific platform. Pogue and General Sales Manager Nate Ellison saw immediate results for both new and used inventory, increasing shopper traffic, conversions, and inventory turn within the first two weeks.

### The Solution

- › The Lotlinx omni-channel ad network allowed Pogue to expand the reach of their online inventory listings, **increasing net-new traffic** and encouraging **purchase-ready buyers** to make the trip to the destination store.
- › Engaging with the **Lex AI chatbot** empowered the Pogue team to take a more strategic approach to inventory management through **real-time insights** on vehicle listings, pricing, and market dynamics.
- › The **increased efficiency** from Lotlinx helped Pogue streamline their third-party vendors and **cut their advertising budget in half** while also increasing profits.
- › The increased exposure for the dealership's targeted inventory **reduced the time to sale by 50%**, decreasing the average days on lot from 70 days to 35 days.
- › Since optimizing inventory operations with the Lotlinx platform, Pogue's **sales have increased 105%** for new inventory and 30% for used inventory year-over-year.

**Hear more about Pogue Chrysler's story firsthand at [Lotlinx.com/Pogue](https://lotlinx.com/Pogue).**

### Highlights

- › **50%**  
Decrease in average inventory days on lot
- › **105%**  
Increase in new vehicle sales year-over-year
- › **30%**  
Increase in used vehicle sales year-over-year



**"I could not see doing business today without Lotlinx."**

Alex Pogue,  
General Manager