



Start moving your VINs 78% faster  
with the industry's #1 **Automotive AI**.

# *LOT LINX* / **TURN**™

The Industry's #1 Automotive AI

# Eliminate Waste, Measure ROI, and Sell Vehicles 78% Faster.

Traditional inventory distribution software just moves your VINs from one “room” to another (from your showroom to a third-party portal, for example). With standard syndication, your inventory hopelessly waits for a random consumer to show up and consider one of your VINs. In today’s world of countless disparate channels, diverse data sources, and real-time machine learning, these passive digital marketing approaches have no place in a successful business strategy.

## **THE LOTLINX TURN™ MARKETING PLATFORM**

With LotLinx TURN™, auto retailers finally have a solution that actively promotes inventory, while optimizing campaign objectives based on market demand, incentive pricing, and sales objectives. And, it does it all in real time, every time.

Our technology pushes “VIN-specific” ads with unprecedented precision to the devices of shoppers who have demonstrated specific interest in your vehicles. Our highly-awarded automotive AI scores the search behavior of in-market auto shoppers and delivers those with the highest calculated purchase intent directly to conversion-optimized VDPs. The result? Inventory turn increases dramatically, and costs plummet by 90% - or more.



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LOTLINX TURN - TRULY THE POWER OF  
ARTIFICIAL INTELLIGENCE AT WORK.



OUR TEAM OF DIGITAL EXPERTS HAS WORKED HARD TO DEVELOP OUR BEST-IN-CLASS ROI REPORTS THAT NOT ONLY PROVE LOTLINK SALES ATTRIBUTION, BUT ALSO HELP MONITOR THIRD-PARTY TRAFFIC.

## AUTOMOTIVE AI THAT EMPOWERS DEALERS WITH DATA.

Before LotLink, it was hard to tell which cars were being viewed online, and how those views affected sales. Now, LotLink has identified the metrics that impact ROI.

Our VIN View Optimizer® and Attribution Reports focus on the metrics that matter, and seamlessly pair real-time market data with on-lot budget insights to create a full picture and powerful plan to maximize sales, VIN by VIN.



### LOTLINK VIN VIEW OPTIMIZER®

Identify the opportunities on your lot by analyzing your entire inventory's online performance, down to the VIN level, using trusted third-party data from sources like Google Analytics.



### LOTLINK ROI REPORTING

Work hand in hand with your LotLink digital strategist to utilize attribution reports and optimize campaign efforts, maximizing sales and efficiency.

SPEAK WITH A LOTLINK DIGITAL STRATEGIST TO IDENTIFY CAMPAIGN OPPORTUNITIES FROM YOUR DEALER METRICS. SELLING MORE CARS AND SAVING YOU MONEY.

# AI-ENHANCED DIGITAL CAMPAIGNS EXECUTED AT THE PUSH OF A BUTTON.



## LOTLINX NUCLEUS™

LotLinx VS - Omni-Channel and AMP

Effective advertising has always been a matter of reaching the right people at the right time, and LotLinx Nucleus was designed to do just that. This package of products empowers dealers to launch VIN-specific campaigns enhanced by AI-optimized shopper scoring, algorithmic bidding, and cross-channel display advertising, with minimal dealer set-up.

VIN-specific campaigns also enjoy LotLinx Accelerated Mobile Pages, vehicle display pages built for how today's car buyers shop online inventory. AMP VDPs capitalize on all of the most effective lead-capturing conversion actions and are fully optimized for every screen to drive in-store sales and boost shopper conversions.



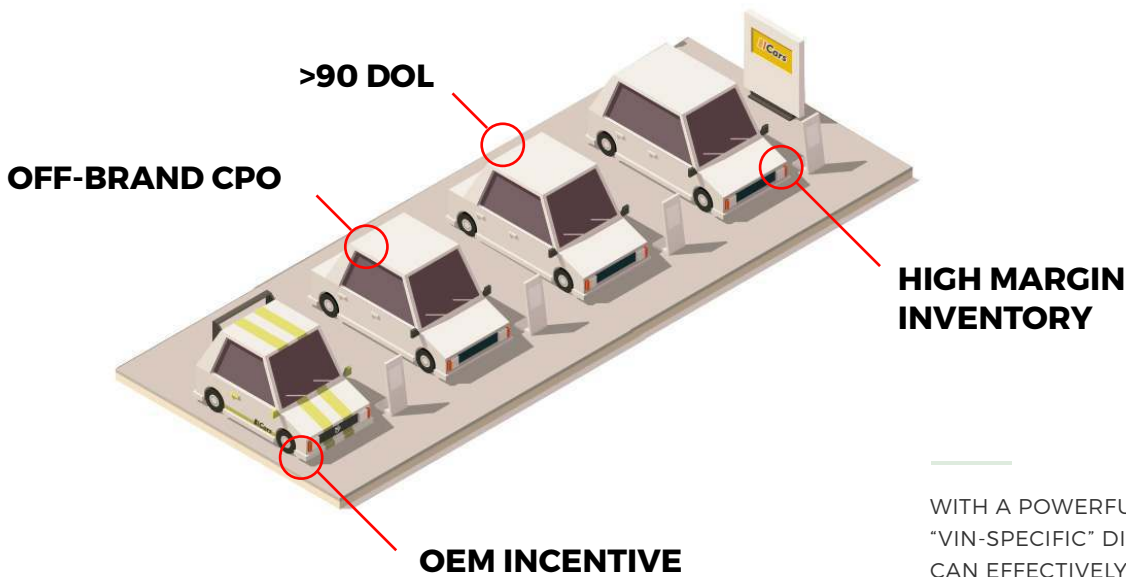
**LOTLINX NUCLEUS** CAMPAIGNS ADVERTISE ACROSS FIVE MAJOR DIGITAL CHANNELS, INCLUDING FACEBOOK.



## THE RESULTS ARE IN!

LotLinx outperforms traditional VDPs' conversion rates by **5x on average**.

case	Conversion rate	Conversion rate w/ LotLinx CX - AMP
<b>DEALER A</b> CM	1.33%	<b>6.93%</b> <span>5.2x ▲</span>
<b>DEALER B</b> FORD	0.84%	<b>1.54%</b> <span>1.8x ▲</span>
<b>DEALER C</b> GM	0.20%	<b>3.84%</b> <span>19.2x ▲</span>



WITH A POWERFUL COMBINATION OF "VIN-SPECIFIC" DIGITAL AD CAMPAIGNS, YOU CAN EFFECTIVELY MARKET EVERY INVENTORY OPPORTUNITY ON YOUR LOT.

GET RESULTS WITH THIS QUOTA-BUSTING STRATEGY.



Drive a blast of engaged shoppers to your highest ROI inventory.

LotLinx VS - VINdrop is a great strategy for VINs on your lot that are struggling to get the engagements they need to sell. As well as supporting seasonal efforts during important sales events.

**AN ACCELERATED STRATEGY FOR:**

- OEM Incentive Vehicles
- Holiday Sales Events
- Monthly Sales Goals



VINDROP CAMPAIGNS CAN PROVIDE AN END-OF-THE-MONTH BOOST FOR YOUR VINs. AND INCLUDE AMP SUPPORT FOR EVEN HIGHER CONVERSION RATES.

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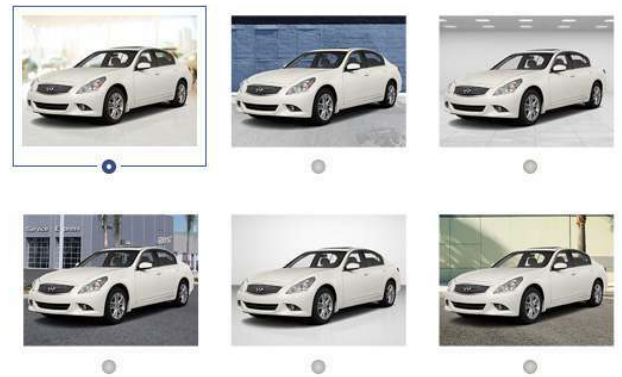
## GET PHOTO ASSETS FOR NEWLY ACQUIRED VINS ON THEIR FIRST D.O.L. WITH LOTLINX CX – PHOTO AI.

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### LotLinx CX **PHOTO AI**

Accelerate time-to-market and save big in holding costs with high-impact photos generated on the same day a vehicle is acquired. For new VINs, LotLinx CX – Photo AI uses model-specific stock photography to complete VDPs instantly. Dealers can fully customize their final generated photography, choosing from a selection of high quality background settings and adding dealership logo's to layout automatically.

WITHOUT PHOTOGRAPHY, A VIN IS NOT ELIGIBLE FOR MANY LOTLINX VS CAMPAIGNS, AND SOME VINS CAN WAIT DAYS OR EVEN WEEKS BEFORE THEY ARE PHOTOGRAPHED.



### FOR USED INVENTORY, GIVE YOUR EXISTING PHOTOGRAPHY A BOOST.

LotLinx CX – Photo AI uses proprietary algorithms to enhance your existing photography and show your inventory at its best.



Upload your VIN photography to automatically apply:

- Color Correction
- Content-Aware Cropping
- “Portrait Mode” Focal Range



BEFORE

AFTER

# PUT THE POWER OF THE INDUSTRY'S #1 AUTOMOTIVE AI TO WORK FOR YOU TODAY.

To learn how you can start moving your VINs up to 78% faster with  
LotLinx TURN, visit [lotlinx.com/demo](https://lotlinx.com/demo), or call **800-625-5469** today



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