

Product Excerpt
2016 Research Report & Buyers Guide



Winner: Marketing Software

/LOTLINX/®

LotLinx

Live Demo	Y
Pros:	New Reports & Strong Customer Support Powerful Facebook Advertising Platform Efficient and Cost Effective VIN Advertising
Cons:	Previous reporting did not reflect the ROI of the product

LotLinx has changed the way dealers can connect with in-market auto shoppers. Consumers are doing most of their vehicle research online and visit only two dealerships prior to purchase. Lotlinx has built a business model which connects dealers and in-market consumers in a unique way, to keep the dealer's vehicles in the consumer's final shopping list.

The screenshot shows the LotLinx dashboard interface. At the top, there is a navigation bar with 'ACCOUNT', 'CHANGE DEALER', 'CONTACT', and 'LOGOUT'. Below this is a menu with 'Overview', 'Campaign Traffic', 'Activity' (highlighted), 'Velocity', and 'Reference Data'. A date selector shows 'January 2016' with an 'Apply' button. The main content area features six summary cards: 'YOUR LOTLINX CAMPAIGN HAS DELIVERED THIS MONTH, TO DATE:', '750 SHOPPERS TO YOUR WEBSITE', '1,081 WEBSITE VDP VIEWS', '159 CARS VIEWED IN YOUR INVENTORY', '5 SHOPPERS/VIN', and '57 CARS SOLD OF CARS VIEWED'. Below these is a 'MOST VIEWED INVENTORY' table with columns for VIN, Type, Make, Model, Year, Shoppers, Views, and Status. To the right, there is a 'VIN SHOPPER DETAILS' section for a specific vehicle (VIN: 2G1FA1E38D9131939, CHEVROLET CAMARO), listing four shoppers with their user IDs, page views, and timestamps.

VIN	Type	Make	Model	Year	Shoppers	Views	Status
2G1FA1E38D9131939	USED	Chevrolet	Camaro	2013	30	32	Sold: Jan 28
2GNALBEK3E6253918	USED	Chevrolet	Equinox	2014	13	15	Sold: Jan 28
1C3CDZAG1DN685463	USED	Dodge	Avenger	2013	3	5	Sold: Jan 28
19XFB2F98DE033671	USED	Honda	Civic	2013	1	3	Sold: Jan 28
1FTFX1CF0DFA77658	USED	Ford	F-150	2013	1	1	Sold: Jan 28
2HKRM4H73DH628440	USED	Honda	CR-V	2013	5	8	Sold: Jan 27
19XFB2F58DE049852	CPO	Honda	Civic	2013	5	5	Sold: Jan 27
WMWSV3C58DT475710	USED	MINI	Cooper Hardtop	2013	5	5	Sold: Jan 27
1G6RR6FT0D5707232	USED	Ram	1500	2013	9	9	Sold: Jan 26
5J6RM3H56DL045391	USED	Honda	CR-V	2013	1	1	Sold: Jan 26
1FTFW1CT48FB48026	USED	Ford	F-150	2011	1	1	Sold: Jan 26
1FTFW1E768FC55768	USED	Ford	F-150	2011	1	1	Sold: Jan 26
1FAHP3EN6AW276594	USED	Ford	Focus	2010	1	1	Sold: Jan 26
3LN6L2G90DR809419	CPO	Lincoln	MKZ	2013	4	4	Sold: Jan 25
1FAHP3K2CL461997	CPO	Ford	Focus	2012	2	2	Sold: Jan 25
5FN9F5H55GB008654	USED	Honda	Pilot	2016	1	1	Sold: Jan 25
1FTFW1EF0CFC29887	USED	Ford	F-150	2012	1	1	Sold: Jan 25
1FTFW1EF9FA41260	USED	Ford	F-150	2014	1	1	Sold: Jan 25

This revolutionary marketing model has proven to be extremely effective. In a three-market OEM test, half of the dealers used LotLinx and half did not. The stores using the Lotlinx platform saw a 15% increase in sales per month. The LotLinx platform is backed by a team of certified Google Analytics experts dedicated to helping dealers reach their sales goals. Their new reporting tools makes it easy for dealers to see the ROI of the platform.

LotLinx provides dealers with an equitable distribution of VDP views, helping them drive sales and move cars off the lot faster. The platform connects with in-market shoppers when the dealer's current AdWords or social media strategy have not been delivered to their website. This unique strategy causes over 90% of the traffic to be from first time visitors.

VINvertising

VDP views move vehicles off the lot. If a shopper isn't seeing the vehicle, then they certainly aren't buying it. LotLinx strives to drive VDP level traffic to speed up vehicle turn rates. The platform is able to do this by distributing dealers' inventory to 200+ automotive sites. When shoppers search for vehicles on any of the sites, your listings that match that query appear right in front of the consumer.

LotLinx only attracts relevant, in-market buyers. When shoppers search through third-party sites, LotLinx only displays vehicles that match their search and are geographically located in the consumer's reach. Once consumers have vehicles from dealers' inventory in the palm of their hands, they can click on the listing to bring it directly to the dealer's VDP page on the dealer's website.

After viewing the VDP, the shopper may not proceed with the buying process, in which case VIN listings will appear as ads on other sites the consumer visits. This retargeting method provides a relevant and engaging ad, personalized for the individual shopper.

LotLinx uses VINvertising to select and advertise VIN specific inventory to a shopper at the exact moment they express interest. As long as the search fields match a vehicle in the dealership's inventory, the shopper is brought from the third-party site to the VDP on the dealership's website.

Facebook Integration

LotLinx has recently announced an expansion of their VINvertising strategy with a partnership with Facebook.

Dealers can now target in-market shoppers on Facebook automatically through the LotLinx vehicle syndication model.

The right vehicles can be presented at the right time to consumers on Facebook. When the consumer clicks on the ad, they are taken directly to the dealership's Vehicle Detail Page (VDP).



VINvertising on Steroids

The new LotLinX Campaign Manager is “best in class” for VINvertising on the LotLinX Automotive Network and now on Facebook. The speed at which campaigns can be created and launched, based on in-stock inventory, is without peer.

The screenshot displays the LotLinX Campaign Manager interface. The top navigation bar includes 'MANAGE ADS', 'ACCOUNT SETTINGS', 'BILLING', and 'HELP'. The main heading is 'STEP 1: CREATE YOUR CAMPAIGN' with a sub-heading 'Choose Inventory Parameters for your campaign'. On the left, there is a sidebar with filters for 'All', 'New', 'Used', 'CPO', and 'Aged' (30+, 60+, 90+, 120+ days). A 'LotLinX VIN VIEW OPTIMIZER' button is also present. The main content area shows a list of inventory items with columns for make/model, VIN count, and a green toggle switch. An orange arrow points to the toggle switch for '2016 MAZDA CX-3'. To the right, a 'vin velocity' report is displayed for 'MAZDA MAZDA3', showing a progress bar and a table of traffic sources. A red arrow points to the 'SEM' section of the report. Below the report, there is a 'continue' button.

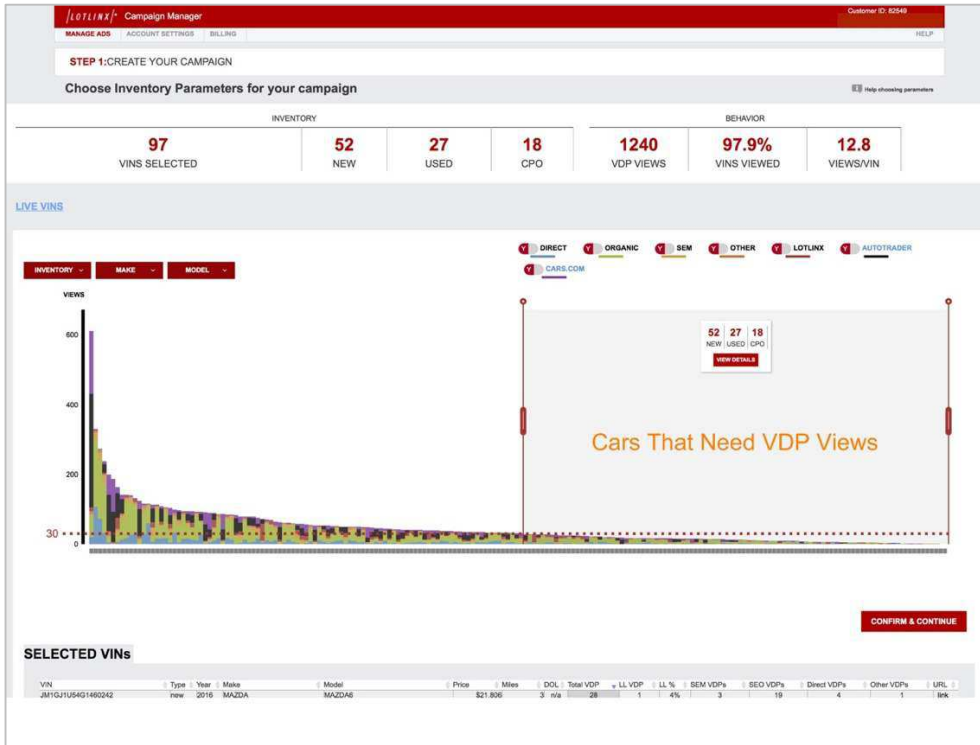
Source	VDP Views	Percent
Direct	5.00	19%
Visits/Visitor	1.54	
VDPs/Visitor	0.65	
Conversions/Visitor	0.78	
Goal Value/Visitor	\$1.00	
Organic	15.25	59%
SEM	1.95	7%
Visits/Visitor	1.28	
VDPs/Visitor	0.73	
Conversions/Visitor	0.76	
Goal Value/Visitor	\$0.85	
Other Digital	1.57	6%
LotLinX	1.74	6%
Visits/Visitor	1.16	
VDPs/Visitor	1.15	
Conversions/Visitor	1.20	
Goal Value/Visitor	\$1.27	

Dealers can quickly select vehicles that are not getting Vin views and accelerate shopper traffic through the proprietary advertising interface. LotLinX also provides clear reports that can show dealers which in-stock vehicles are not getting enough shopper visits to trigger a sale.

In the example above, dealers can select which models they would like to include in the advertising campaign. The green toggle switches, shown by the orange arrow, allow dealers granular advertising of their vehicles by make, model, and trim. Lotlinx will even show how many VDP views the vehicle has received to date, so that dealers with smaller budgets can maximize their ad dollars and focus on the cars that need the most assistance.

The red arrow points to data that allows the dealer to see the effectiveness of each of the traffic channels: direct, organic, SEM, and LotLinX. Since LotLinX tracks all shopping activity on the dealer’s website, this information is extremely valuable in helping dealers optimize which market investments are producing the most shoppers at the lowest cost.

One of the best features of their new advertising platform is how Lotlinx made it very simple for dealers to identify the cars that need more shoppers. Their dashboard pulls in VDP activity using vAuto so dealers can see total vehicle VDP views from their website and third party websites like Autotrader. In the graphic on the following page, Lotlinx provides a tool which shows how many VDP views each vehicle in stock has received to date.



The spike on the left of this graph represents the most popular cars in the dealership. The area shaded in grey represents vehicles that have very few VDP views. Lotlinx research has found that dealers need to have a system to ensure that all vehicles get over 30 VDP views, which is represented by the red dotted line.

This inventory selection tool allows dealers to put ad dollars directly toward vehicles that need more shopper traffic. In the example above, this dealer would be targeted 97 vehicles which, as a group, only have 1,240 VDP views. That is an average of 12.8 VDP views per vehicle.

By targeting vehicles that need the most assistance, dealers can accelerate their sales and annual turn rates. There is no other platform on the market, that we have seen this year, that makes advertising at the VIN level so easy and cost effective. The speed at which high quality ads can be created gives dealers a significant reason not to spend their own time trying to select vehicles that would be good candidates for Facebook advertising.

The ad builder in LotLinx simplifies the targeting and placement parameters for dealers so that they do not have to be digital marketing experts to create effective campaigns. Unlike other online advertising platforms, LotLinx is focused on sending shoppers to a dealer's website. Their VINvertising strategy delivers online shoppers, who engage with the dealer's inventory for \$3.99 per shopper. This upgrade for LotLinx customers will set them apart from their competitors.

The new Lotlinx Campaign Manager is a game changer for dealers using LotLinx. The Facebook advertising opportunity is only available to dealers who are already advertising on the LotLinx Automotive Network. The combination of these two strategies, and additional VINvertising channels planned in the future, brings further evidence to why LotLinx should be included in every dealer's core budget.

Campaign Budgeting

In the example below, the LotLinX Campaign Manager makes it easy to select a budget based on how many shoppers the dealer wants to send to their Vehicle Detail Pages (VDP).

The screenshot shows the 'STEP 2: WHO DO YOU WANT YOUR ADS TO REACH?' screen in the LotLinX Campaign Manager. The main heading is 'Choose Inventory Parameters for your campaign'. The interface is divided into several sections:

- Campaign Specs:** Includes 'Facebook' (485 people reached), 'Total budget' (\$1,935.15), 'Locations' (Huntsville, AL +50mi), 'Duration' (Start Date: 03/15/2016, Length: Ongoing), and 'Campaign Pacing' (Month long placement).
- Summary Metrics:** 'Total Reach' (485 Estimated shoppers), 'CPC' (\$3.99 Cost per shopper), and 'Budget' (\$1,935.15 Total cost).
- Shopper Reach:** A gauge chart showing 'Projected delivery of in-market buyers' with 'MIN' and 'MAX' markers. Audience details include 'Location(s): HUNTSVILLE (50+ mi)' and 'Potential reach: 3,880 people'.
- Admin Section:** Includes checkboxes for 'BONUS SHOPPERS' and 'FACEBOOK PREDEFINED CAMPAIGNS' (STARTER, INTERMEDIATE, ADVANCED, CUSTOM).

Two arrows are overlaid on the image: an orange arrow pointing to the 'Locations' dropdown menu, and a green arrow pointing to the 'Budget' field.

The orange arrow points to the geo-targeting settings that are available to the dealer. The green arrow points to the budget that the dealer can set for the campaign. In this example, the dealer's budget will bring 485 shoppers to the dealer's website by using the LotlinX Automotive Network. Facebook ad campaigns will generally run under \$1.00 per visit, and the clicks are directed to the dealership's Vehicle Detail Page (VDP).

Local consumers will visit the dealer's website based on seeing customized ads for in-stock vehicles, which are dynamically generated and refreshed each day. In the example below, the dealer will see just how the ads will look on the LotLinX Platform.

The screenshot shows the 'STEP 3: REVIEW AND CONFIRM YOUR CAMPAIGN' screen. The main heading is 'Review and confirm your campaign'. The interface displays the following information:

- Campaign Specs:** 'Total Reach' (485 Estimated shoppers), 'Budget' (\$1,935.15 Total cost), and 'Run this campaign until:' (Ongoing).
- Ad Preview:** A preview of a Facebook ad for 'HILEY MAZDA OF HUNTSVILLE' featuring a 'Honda Civic LX'. An orange arrow points to the ad preview.
- VDP Uri:** A URL for the vehicle detail page: <http://www.hileymazdahuntsville.com/user9/Honda/2014-Honda-Civic-c33216a10a0e8ee84c12d7157703066a.htm>.

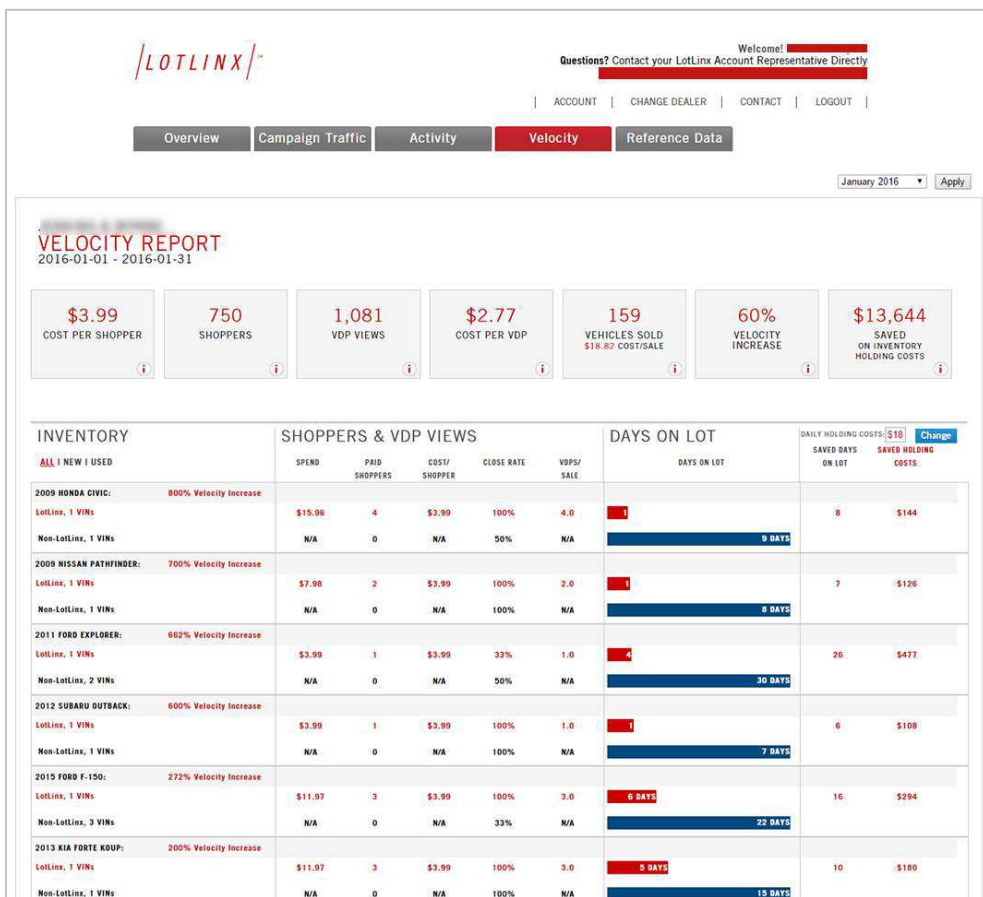
At the bottom right, there are buttons for '< previous step' and 'PLACE ORDER'.

LotLinx Is Aligned with Dealership Goals

Each day a vehicle sits on the lot, the dealership is losing money. Dealers will lower vehicle prices to move them off the lot, as inventory ages. With LotLinx, dealers are able to sell the vehicles that are more difficult to move without decreasing prices, by driving VDP views of specific vehicles.

LotLinx clients pay \$3.99 per unique shopper and cannot be charged twice for the same shopper. This pricing model is far more valuable than the traditional price-per-click model which drives clicks to the same few VDP pages, and not necessarily the ones dealers need the visibility on. By targeting specific vehicles in your inventory and sending the shopper directly to the VDP on your website, LotLinx optimizes dealers' marketing investment.

Detailed Reporting



LotLinx reports on shoppers' VDP views and sales velocity within Google Analytics through their LotLinx dealer portal. The reporting tool, Velocity, focuses on the number of VDP views, the number of shoppers, and how those factors affected the number of days the vehicle sat on the lot. One of the main areas of improvement from last year's review is their reporting. Prior to their new reports, dealers were able to see the influence of Lotlinx, but not what these visitors did on site.

Event Category ?	Total Events ?	Unique Events ?
LotLinx Visit	865 % of Total: 4.37% (19,799)	236 % of Total: 12.49% (1,890)
1. SE - Scroll Event(Scroll Depth)	534 (61.73%)	129 (54.66%)
2. SE - Photo Engagement	249 (28.79%)	31 (13.14%)
3. SE - Time engagement over 30 seconds	82 (9.48%)	76 (32.20%)

The Lotlinx team now works directly with the dealer to set up a series of goals and events using Google Analytics, and assigns a numeric, dollar value to each goal and event. This feature gives dealers the ability to see their return for each objective. By converting dealer traffic to a dollar - return, LotLinx encourages dealers to inspect the profitability of their campaigns and determine where changes need to be made.

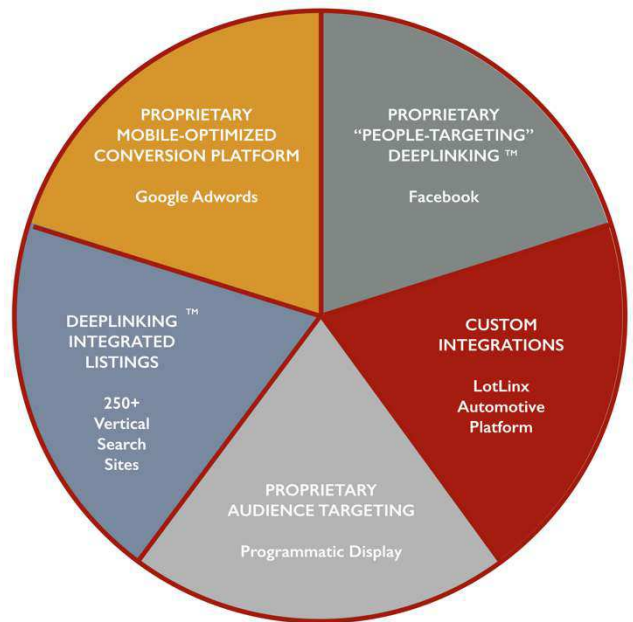
Summary

LotLinx has built a high quality network of advertising channels for dealers to market their vehicles to in-market shoppers. The transparency of click data in Google Analytics and the ease at which vehicles can be selected for advertising make LotLinx a “must-have” in a dealer’s marketing budget.

With weekly and monthly sales reports and analytics, dealers have full insight into their LotLinx campaigns. The high quality of shopper traffic and the user-friendly reporting system fills in the gaps in current dealership marketing strategies.

The addition of Facebook advertising to the LotLinx Campaign Manager should excite existing customers and attract new ones.

Disclosure: PCG Digital Marketing, the digital agency branch of PCG Companies, is a reseller of LotLinx to their dealer clients. PCG Digital Marketing receives a commission for sales of the Lotlinx marketing platform. PCG Digital Marketing is not paid to market or advertise their platform.



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