

A HILEY DESIRABLE OUTCOME

How LotLinx has helped this
E-Commerce Director make his
digital spend more efficient

Scott Turner
Director of E-Commerce
Hiley of Huntsville
Huntsville, AL

DEALER PROFILE

The Hiley Automotive Group has three dealerships in the northern Alabama town of Huntsville, including Hiley Mazda Huntsville, Hiley VW Huntsville, and Audi Huntsville.

RESULTS

December 2016*

VDP Views	698
Cost per VDP View	\$2.87
Vehicles Sold	53
Cost per Vehicle	\$22.25
Sales Velocity Increase	143%
Holding Costs Savings	\$24,830
New Visitors	421

*Based on LotLinx data for Hiley Mazda Huntsville. Used and CPO vehicles.

Like his Dad, who served in the military, Scott Turner joined the Air Force. Then, after earning a business degree from a college in Orlando, he followed his parents to the Alabama town where they had retired. By 2010, he found himself working as a salesman for one of the Hiley Automotive Group dealerships in Huntsville. At the time, he didn't know a lot about building digital marketing programs, but he did know what it took to sell cars online.

To drive internet leads, Scott knew the cars needed to look good, and he set about making sure they did with good photography and staging. Recognizing his talents, Hiley GM Matt Meyer had Scott focus exclusively on online merchandising, and three years ago, he was named E-commerce Director for all three Hiley dealerships in Huntsville.

When Scott was appointed to the position, the existing digital program was, in his words, "stone age." With little formal online training other than some "tricks" he had picked up in college, he's been learning by doing ever since.

Recognizing where the problems lay.

At the beginning, Scott says his approach "involved a lot of research on third-party vendors and starting up with them, making sure we're doing the best we can on our end to make the program successful, and then tracking those results."

He began by working with popular search sites like Autotrader, Cars.com,

CarGurus, and TrueCar. "It all started with the merchandising of the vehicles, making sure everything online is 100% accurate so that whatever the customers are seeing, they know exactly what they're getting into. The real key is making yourself look better than your competitors on the third-party websites so that you generate more VDP views."

Scott knew there were cars in his inventory that were attracting a lot of online attention, but they weren't selling. At the same time, he recognized that there were other cars that simply weren't getting adequate VDP views.

To help him address the situation, he turned for advice to Jessica Cooper, Corporate Marketing Director for the Hiley Automotive Group.

LotLinx delivers ready-to-buy shoppers.

Jessica explained that a company called LotLinx offered a solution that would allow Scott to focus his digital spend on a VIN-by-VIN basis.

While he says he "thought it was an awesome



"Our original strategy was to use LotLinx to move slow-moving units. Now we're thinking let's expand the budget and allocate funds to those rare cars where the gross is higher and sell them more quickly."



idea,” he admits to having been a little skeptical. He says he knew how solution providers had a tendency to exaggerate their results, and he worried LotLinx wouldn’t be any different.

He quickly discovered how wrong he was.

“We had used cars that were getting all the clicks in the world,” he explains, “but nobody was coming in to buy or test drive them. So we go through on our end to make sure everything’s right. We didn’t change the price on those cars because we knew they were priced right. We just allocated a small portion of our budget to LotLinx, and almost every single one of those cars sold within a week.

“That told me that LotLinx shoppers are low-funnel buyers. If we get a lead from a LotLinx customer,

they’re pretty much ready to buy.”

The results of his experience with LotLinx have only gotten better as he has become a more active

user. Where it was once hard to track exactly where their customers were coming from, now Scott says they have clarity. “Prospects go here and here on our site, they submit the form, we sell the car. We



“If you want to target cars that aren’t getting the clicks and bring shoppers to those cars, you can do that. If you want to bring shoppers to high-profile cars, you can do that. I can tell you this – at the end of the day, LotLinx works.”

— SCORECARD: HILEY MAZDA HUNTSVILLE RESULTS FROM LOTLINX - DECEMBER 2016 —

NEW SHOPPERS
DELIVERED TO
THE WEBSITE

421

VDP VIEWS
ON HILEY MAZDA
HUNTSVILLE WEBSITE

698

COST
FOR EACH
VDP VIEW

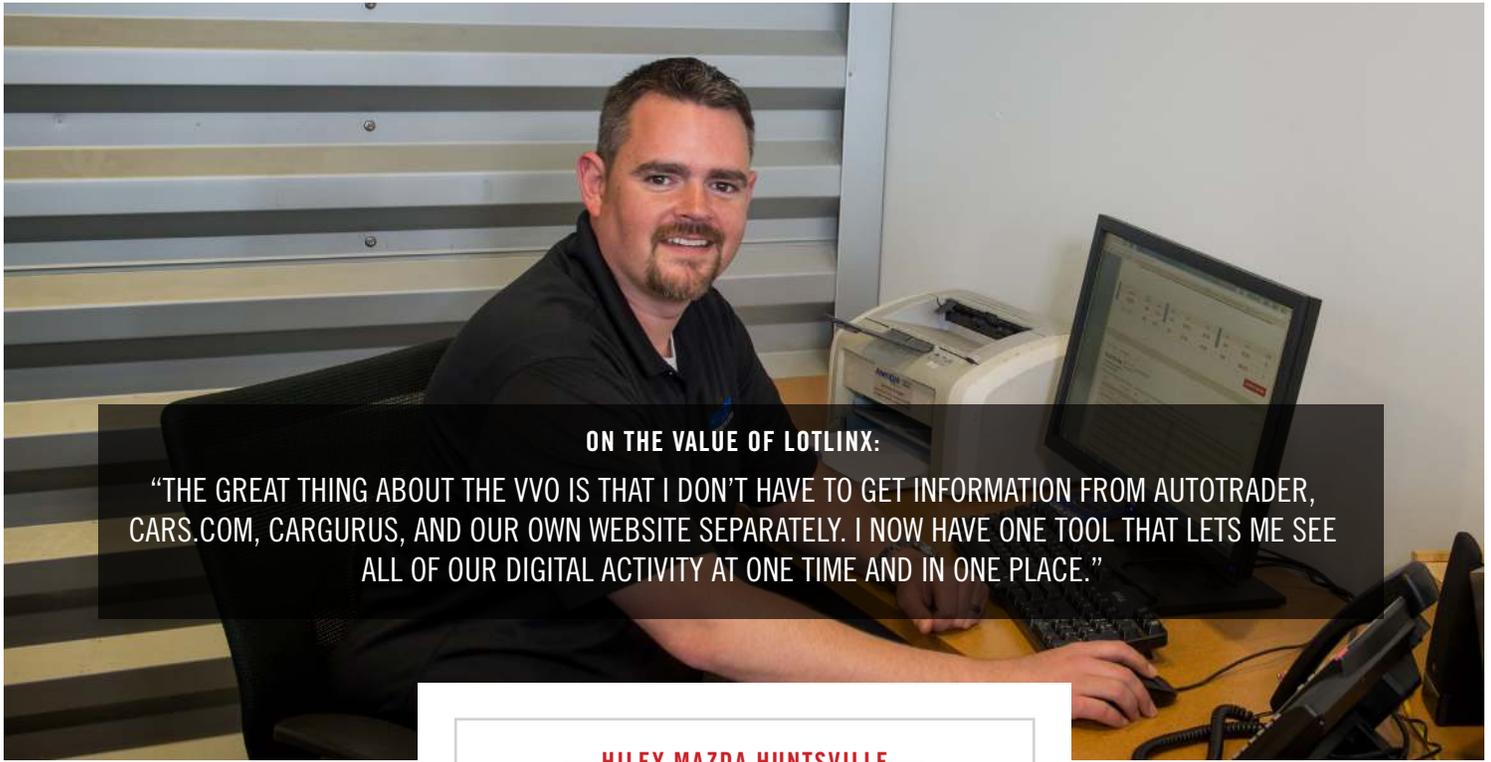
\$2.87

VEHICLES SOLD
ATTRIBUTED TO
LOTLINX SHOPPERS

53

COST PER
VEHICLE SOLD
THROUGH LOTLINX

\$42.83



ON THE VALUE OF LOTLINX:

“THE GREAT THING ABOUT THE VVO IS THAT I DON’T HAVE TO GET INFORMATION FROM AUTOTRADER, CARS.COM, CARGURUS, AND OUR OWN WEBSITE SEPARATELY. I NOW HAVE ONE TOOL THAT LETS ME SEE ALL OF OUR DIGITAL ACTIVITY AT ONE TIME AND IN ONE PLACE.”

know for 100% sure that's a LotLinx customer. It's getting to the point where it's 100% attributable to LotLinx, and that's awesome.”

Better data, deeper insights.

One of the benefits of being a LotLinx customer is that it gives Scott the ability to evaluate the number of VDP views cars in his inventory are attracting.

By using the LotLinx VIN VIEW OPTIMIZER™ (VVO), a proprietary, advanced diagnostic tool, Scott says he can determine the exact number of clicks each of his cars is getting and from which sources. “For the longest time, I said to myself it'd be great to have a tool where I can see

— HILEY MAZDA HUNTSVILLE —
DECEMBER 2016



SALES VELOCITY
INCREASE
WITH LOTLINX
143%



SAVINGS
FROM REDUCED
HOLDING COSTS
\$24,830

where all the cars are getting the clicks from. Then LotLinx provided it.

“I like to dive into the specific VINs that are not getting the VDPs views. Then I try to see if there might be a reason we have control over. It might be photos. It might be some kind of verbiage in the description.

Did we leave something out that might be a key selling point? That's the kind of thing I use it for. And I also try to see which third-party vendor is driving more traffic for a particular VIN and look for discrepancies between them.”

Sounds like this is a guy who's making a science of selling cars. □

LotLinx: Transforming Digital Automotive Retail

To set up a meeting with a LotLinx consultant, go to lotlinx.com/schedule
For general information, call 1 800 625 LINX or visit lotlinx.com



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