

THE LOT LINX EFFECT

When a forward-thinking digital strategist put LotLinX to the test, the results were striking.

Terra Zahn
Director of Digital Operations
Vern Eide Motorcars
Sioux Falls, SD

DEALER PROFILE

With dealerships in South Dakota, Minnesota and Iowa, Vern Eide Motorcars represents Acura, Buick, Chevrolet, Ford, GMC, Honda, Lincoln and Mitsubishi.

RESULTS

November 2016*

VDP Views	1,118
Cost per VDP View	\$2.71
Vehicles Sold	39
Cost per Vehicle	\$77.85
Sales Velocity Increase	190%
Holding Costs Savings	\$18,096
New Visitors	418

*Based on LotLinX data for Vern Eide GMC, November 2016



Vern Eide (pronounced aye-dee) got its start in South Dakota's largest city more than 50 years ago when Vern Eide himself opened a Buick dealership in Sioux Falls. In those days, there were fewer than 20 employees. Fast forward half a century, and the Vern Eide Motorcars of today is a major multi-state enterprise with 11 rooftops and more than 250 employees.

The home page of Vern Eide's website declares that it takes pride "in doing business differently than most automotive groups." Their advertising is a great example. Where most auto groups turn to outside professionals for their work, Vern Eide has an advertising agency of its own. The agency, Vision Video Interactive, promotes the "Eide Effect" – those good things that happen when a customer buys a car from Vern Eide.

Terra Zahn's relationship with the auto group began in September 2015 when she joined VVI as a digital project manager. Her areas of expertise included pay-per-click, SEO, email marketing, social media strategies, and more. Obviously, she was good at it, because 14 months later, Vern Eide named her Director of Digital Operations.

Open to the new

Given Terra's professional orientation, it's no surprise that she's receptive to trying out various digital tactics

to see which ones might provide value. And she has a good testing platform. "We have a few GMs," she says, "who are innovators, who constantly want to try anything and everything. And those stores really serve as guinea pig stores, where they're not afraid of trying an idea in hopes that it will do something for us."

It was in just this way that LotLinX first came to Vern Eide's attention. Terra and her colleagues knew that Facebook was

a great tool to expand their digital footprint and get their VDPs in front of potential buyers, but they were also aware that "adding our vehicles and our VDPs



"We tried LotLinX first in one of our stores, and with the great success we saw, we easily made the decision to implement it across the board."

— SCORECARD: VERN EIDE MOTORCARS RESULTS FROM LOTLIX - NOVEMBER 2016 —

NEW SHOPPERS
DELIVERED TO
THE WEBSITE

418

VDP VIEWS
ON VERN EIDE
GMC WEBSITE

1,118

COST
FOR EACH
VDP VIEW

\$2.71

VEHICLES SOLD
ATTRIBUTED TO
LOTLIX SHOPPERS

39

COST PER
VEHICLE SOLD
THROUGH LOTLIX

\$77.85

to Facebook was very tedious, and we weren't able to get it done as quickly as we would have liked."

Enter LotLinx Deeplinking™ for Facebook® – advanced technology that allows users to maximize the reach of the world's largest social network. LotLinx spent more than a year working closely with Facebook to create a unique tool that delivers higher ROI.

The results were virtually instantaneous.

Intrigued by the potential of precision targeting and higher VDP goal completion rates, Terra chose to run a trial at Vern Eide's Ford and GMC stores in Mitchell, SD.

"About a year and a half ago," Terra reports, "our digital footprint looked a lot different. We weren't focused on driving traffic, and our metrics were kind of an old school way of measuring success – looking at straight click-through rates and less at goal conversions. We were doing business with a lot of third-party lead sources."

"With LotLinx," she continues, "we started to look at where shoppers were landing on our website and what pages they were looking at. That included VDP views, time on site, phone calls from our website

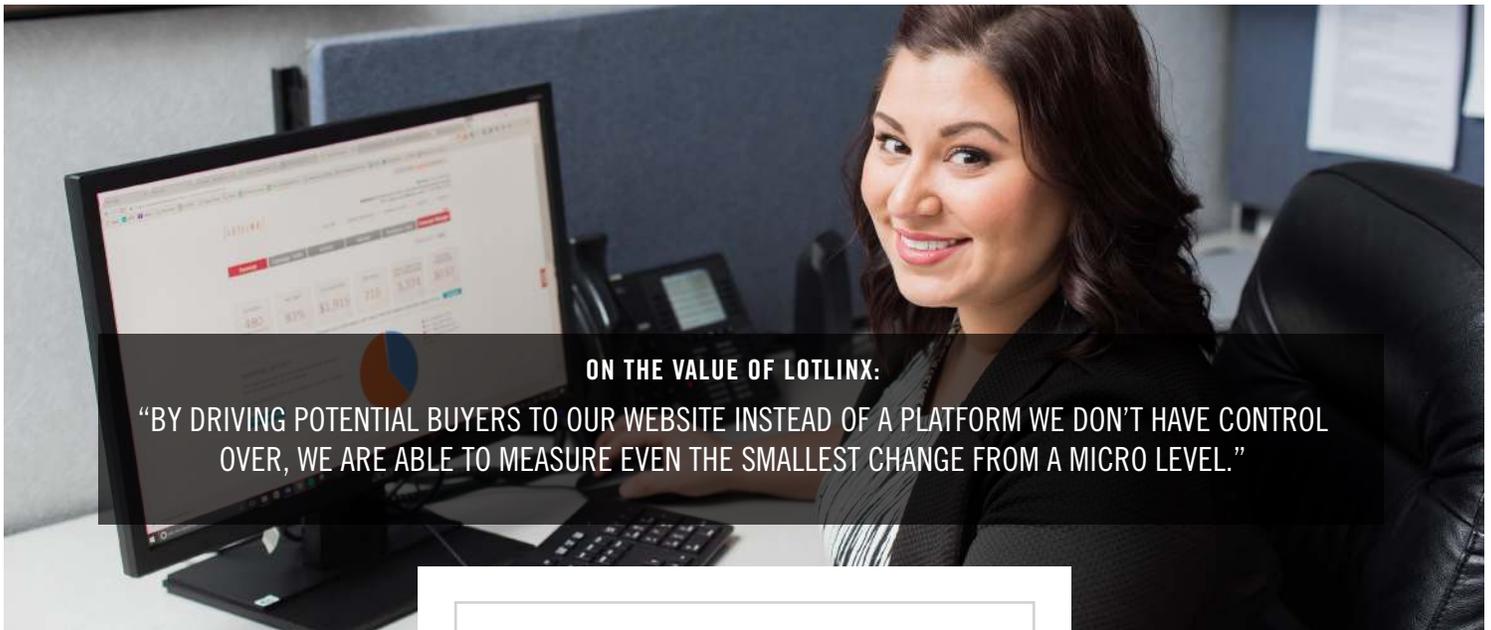
– metrics that weren't relevant to Vern Eide in the past. But by driving people to our site instead of a platform we don't have control over, we were eventually able to terminate some of the more expensive lead generators and replace them with a product we found more effective."

What really matters to Vern Eide are bottom line

"When I can tell my general managers we're moving vehicles off of lots 400 times faster with LotLinx, it more than justifies our increasing what we're budgeting for it."



results, and those were extraordinary. "When I can talk to my general managers and tell them we're moving vehicles off of our lots 400 times faster, that's what success with a product like LotLinx looks like."



ON THE VALUE OF LOTLINX:

“BY DRIVING POTENTIAL BUYERS TO OUR WEBSITE INSTEAD OF A PLATFORM WE DON’T HAVE CONTROL OVER, WE ARE ABLE TO MEASURE EVEN THE SMALLEST CHANGE FROM A MICRO LEVEL.”

One success leads to another.

Terra says the success of LotLinx for Facebook “was a driving force for us to add the core LotLinx product. And when we saw success there, that quickly encouraged us to expand its use across the rest of our stores.

“We learned we could look at marketing on a granular level.

No longer do we have to do a blanket strategy and hope something sticks. We’re able to pick where we want to advertise and what we want to advertise on a VIN-by-VIN basis.”

She says LotLinx furthers her goal to draw attention to inventory that previously was left orphan. “LotLinx has helped us advertise used inventory at an affordable rate and with the science to back up what we’re doing. We

— VERN EIDE MOTORCAR - NOVEMBER 2016 —



SALES VELOCITY
INCREASE
WITH LOTLINX
190%



SAVINGS
FROM REDUCED
HOLDING COSTS
\$18,096

have stores in metro areas and stores in tiny communities, and LotLinx has been able to adapt for each of those seamlessly. If we know we want to just target the metro area, we can easily do that. When we look at our smaller stores, we can grow that audience. And if we get some of those high-priced units on our lot that might attract a

person willing to drive 500 miles to get it, we can include them in our targeting strategy to help drive VDP views and action on the vehicles.

“LotLinx allows us to be in front of the right people at the right time for a price we can afford, from our independent used locations to our powerhouse Honda OEMs.”

Well said, Terra. It’s clear you’re in the right place at the right time yourself. □

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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