

DEALER PROFILE

Driver's Village is New York State's only automotive megacentre, with 15 franchises under one roof and four additional ones in an adjacent building.

RESULTS

April 2016*

VDP Views	1,379
Cost per VDP View	\$2.90
Vehicles Sold	52
Cost per Vehicle	\$77.08
Sales Velocity Increase	67%
Holding Costs Savings	\$20,754
New Visitors	81%

*Based on LotLinX data

Firas Makhoulouf
Chief Information Officer
Driver's Village
Cicero, New York

DEALER-CENTRIC DIGITAL MARKETING

How LotLinX helps Driver's Village bring potential buyers right where they want them



Over the course of the nearly two decades Firas Makhoul has spent leading technology and digital marketing initiatives at Driver's Village, he's pretty much done it all. For example, going all the way back to 1999, Firas helped the dealership initiate client server architecture to move the group from “dumb” green screen terminals to PC's.

Later, he was introduced to digital automotive marketing through CarPoint and Dealix and third-party lead aggregators. He ran banner ads on local radio and television station sites, and more recently, he has taken advantage of opportunities to grow brand awareness through social media. But what Firas says works best for the dealership is when they're able to drive low-funnel, VIN-specific traffic directly to their website.

So when he was introduced to LotLinx at a Chrysler conference in Las Vegas in October 2014, he was immediately intrigued.

“A different kind of digital marketing solution.”

A couple of months after he became aware of LotLinx, Firas tried it out, and he's been an enthusiastic customer from that day.

“We feel the value of that LotLinx customer is a lot higher than what we were once accustomed to. When LotLinx sends a shopper to me, I know that person is in the lower part of that funnel. He's seven to 10 days away from buying. When we see traffic that's not VIN-specific, those people are either mid- or top-funnel. They're between 60 to 120 days out.

“We serve up our new and used vehicles to LotLinx, and they take it and distribute it out to many different sites. When a customer is doing a search and sees that VIN-specific

2015 Nissan Altima with 18,000 miles — that's a unique vehicle. It's like a snowflake. No one else has that vehicle but me. Yes, there are other 2015 Nissan Altimas out there, but this one with the scratch on the front bumper is mine and only mine.

“The results are measurable. The traffic that comes to



— SCORECARD: DRIVER'S VILLAGE RESULTS FROM LOTLIX - APRIL 2016 —

NEW SHOPPERS
DELIVERED TO
THE WEBSITE

81%

VDP VIEWS
ON THE DRIVER'S
VILLAGE WEBSITE

1,379

COST
FOR EACH
VDP VIEW

\$2.90

VEHICLES SOLD
ATTRIBUTED TO
LOTLIX SHOPPERS

52

COST PER
VEHICLE SOLD
THROUGH LOTLIX

\$77.08

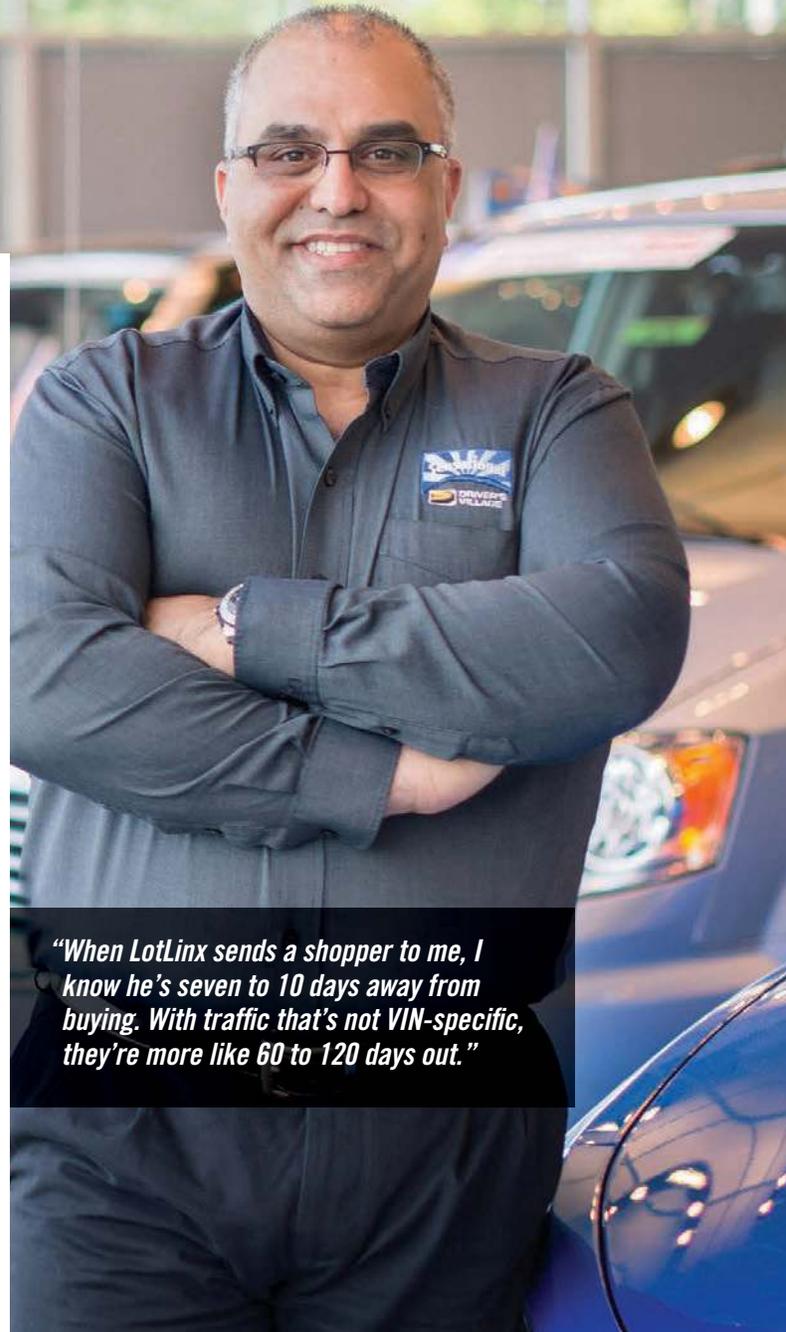
my site is traffic we own. I can do with it as I please. If I want to serve up an ad to them, or they want to see all my inventory, both new and used, or they want to get into the e-commerce side of things and get a trade valuation — the LotLinx model is really profitable for us because now we have the shopper right where we want him.”

Why third-party sites just aren't getting it done.

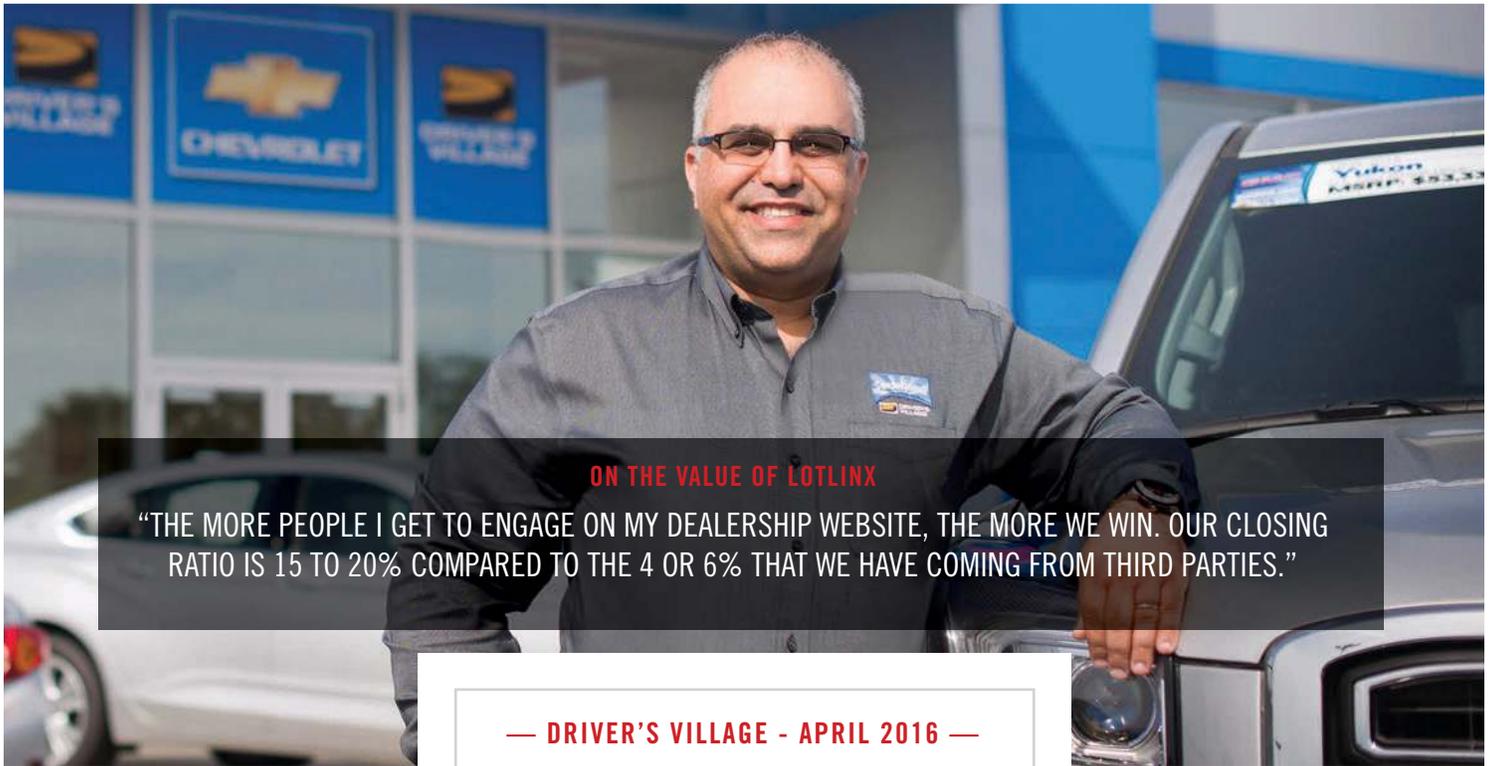
At the same time that LotLinx has come to represent a substantial piece of Firas's digital marketing budget, his dependence on third-party search sites has diminished.

“Other vendors that I've used — Autotrader, Cars.com, Edmunds and KBB — they keep shopping traffic on their site 99% of the time; only maybe 1% to 5% of the time do they send that traffic to my site. Once shoppers are on their sites, I can't manage them. I can't serve them up what I would like to serve them up or deliver that user experience that I want them to have. They can even pop off to my competitors.”

He likes the fact that LotLinx is what he calls “dealer-centric.” As Firas puts it, “they don't care about driving traffic to LotLinx.com like the others



“When LotLinx sends a shopper to me, I know he's seven to 10 days away from buying. With traffic that's not VIN-specific, they're more like 60 to 120 days out.”



ON THE VALUE OF LOTLINX

“THE MORE PEOPLE I GET TO ENGAGE ON MY DEALERSHIP WEBSITE, THE MORE WE WIN. OUR CLOSING RATIO IS 15 TO 20% COMPARED TO THE 4 OR 6% THAT WE HAVE COMING FROM THIRD PARTIES.”

— DRIVER'S VILLAGE - APRIL 2016 —

 <p>SALES VELOCITY INCREASE WITH LOTLINX 67%</p>	 <p>SAVINGS FROM REDUCED HOLDING COSTS \$20,754</p>
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do. Cars.com will say, ‘Fish where the fish are.’ I understand that concept. But ultimately, what I want is to get shoppers to my site, and that’s where I see the power of LotLinx.”

Better analytics make for better marketing.

In recent months, LotLinx has increased its capabilities to deliver actionable intelligence to dealers at the VIN-specific level, and Firas is taking full advantage of it.

“When we first started looking at it,” he reports, “we saw that some vehicles that I don’t have enough of were getting too much exposure, so we started shaping our spend based on our bread-and-butter cars. We

no longer serve up Jeep Wranglers because those are on my lot maybe 15, 30 days. The ones that are on my lot for 45 to 60 days and those that I have multiple models of are the ones we want to serve up, and LotLinx is helping us control that spend.”

Firas recently gave LotLinx access to the dealership’s Google Analytics. “They’ve set up goals and workflows, so I can see now how LotLinx traffic is engaged, how deeply they’ve penetrated our site. It’s become a lot easier to analyze our traffic and spend.” 20 years on the job, and Firas is still getting better at it — with a little assistance from LotLinx. □

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

