

DEALER PROFILE

Findlay Kia has locations in Las Vegas, Nevada and St. George, Utah. The Las Vegas store has been the #1 volume Kia dealer in Nevada for the last 6 years.

RESULTS*

VDP Views	1,078
Cost per VDP View	\$2.92
Vehicles Sold	56
Cost per Vehicle	\$57.09
Sales Velocity Increase	83%
Holding Costs Savings	\$9,882
New Visitors	648

*Based on LotLinX data, Used and CPO vehicles, June 2016

Mark Olson
Director of E-Commerce
and Business Development
Findlay Kia
Las Vegas, NV

DIFFERENT IS BETTER

A 40 Under 40 honoree finds that LotLinX is the digital marketing tool he was looking for



Every year, *Automotive News* recognizes its *40 Under 40*. These are 40 automotive retail professionals who, early in their careers, have “put the whole package together” – hard work, business savvy, a willingness to learn and change, and a temperament well-suited to the business. Needless to say, it’s a real honor to be selected.

Among this year’s honorees are dealer principals, CEOs, presidents, vice presidents, a number of general managers and a few marketing managers and directors, but only one of the 40 holds the title of Director of E-Commerce and Business Development. That person is Mark Olson of Findlay Kia in Las Vegas, and once you become familiar with the extraordinary growth of used car sales he helped to engineer at the dealership, you’ll understand why he was selected.

But let’s begin at the beginning.

Bringing a hard core sales bias to digital marketing

Mark believes one thing that separates him from a lot of

his peers in the auto business is the fact that he spent time in Internet sales. This was at a Chevy dealership in Las Vegas in 2012, where he was named Salesman of the Year. The experience taught him to judge every marketing decision on the basis of one key criterion — am I selling cars? If he was, then he knew that what he was doing was working.

By the time he got to the Findlay Auto Group in 2013, he had a finely tuned ability to make judgments about the effectiveness of various digital marketing solutions, and he was determined to pursue a bold new course to drive

interest in the cars on his lot.

Mark says he loves looking through industry magazines,



“I don't think I would have been considered for the 40 Under 40 list if we sold 130 cars last July, and I only sold another 130 cars this July. But that wasn't close to the case.”

— SCORECARD: FINDLAY KIA RESULTS FROM LOTLIX - JUNE 2016 —

NEW SHOPPERS
DELIVERED TO
THE WEBSITE
82%

VDP VIEWS
ON THE FINDLAY
KIA WEBSITE
1,078

COST
FOR EACH
VDP VIEW
\$2.92

VEHICLES SOLD
ATTRIBUTED TO
LOTLIX SHOPPERS
56

COST PER
VEHICLE SOLD
THROUGH LOTLIX
\$57.09

Based on LotLinx data, Used and CPO vehicles, June 2016

and it was while reading one that he came across information about LotLinx. “I’m like, hmm, this is kind of interesting.”

“When I discovered LotLinx,” he says, “I realized I had found something different – something dealerships had been asking for for years. It was something new, something cutting edge.”

He did a quick calculation of the kind of money the dealership was spending at the time on third-party search sites that he says he “doesn’t like, never believed in and never had success with. So I dropped them right away, and I tried LotLinx.”

Used vehicle sales doubled – instantly

What intrigued Mark especially about LotLinx was its Deeplinking™ capability. Suddenly, he says, he had a way to “put the right car in front of the right customer rather than putting your car on a site where you’re just hoping the customer finds it.

“It’s one of those things where, if you have a car in your inventory, and a customer’s looking for something just like that, and you have the ability to serve that car right up in front of

the customer, then it’s possibly the most valuable thing you can ask for.”

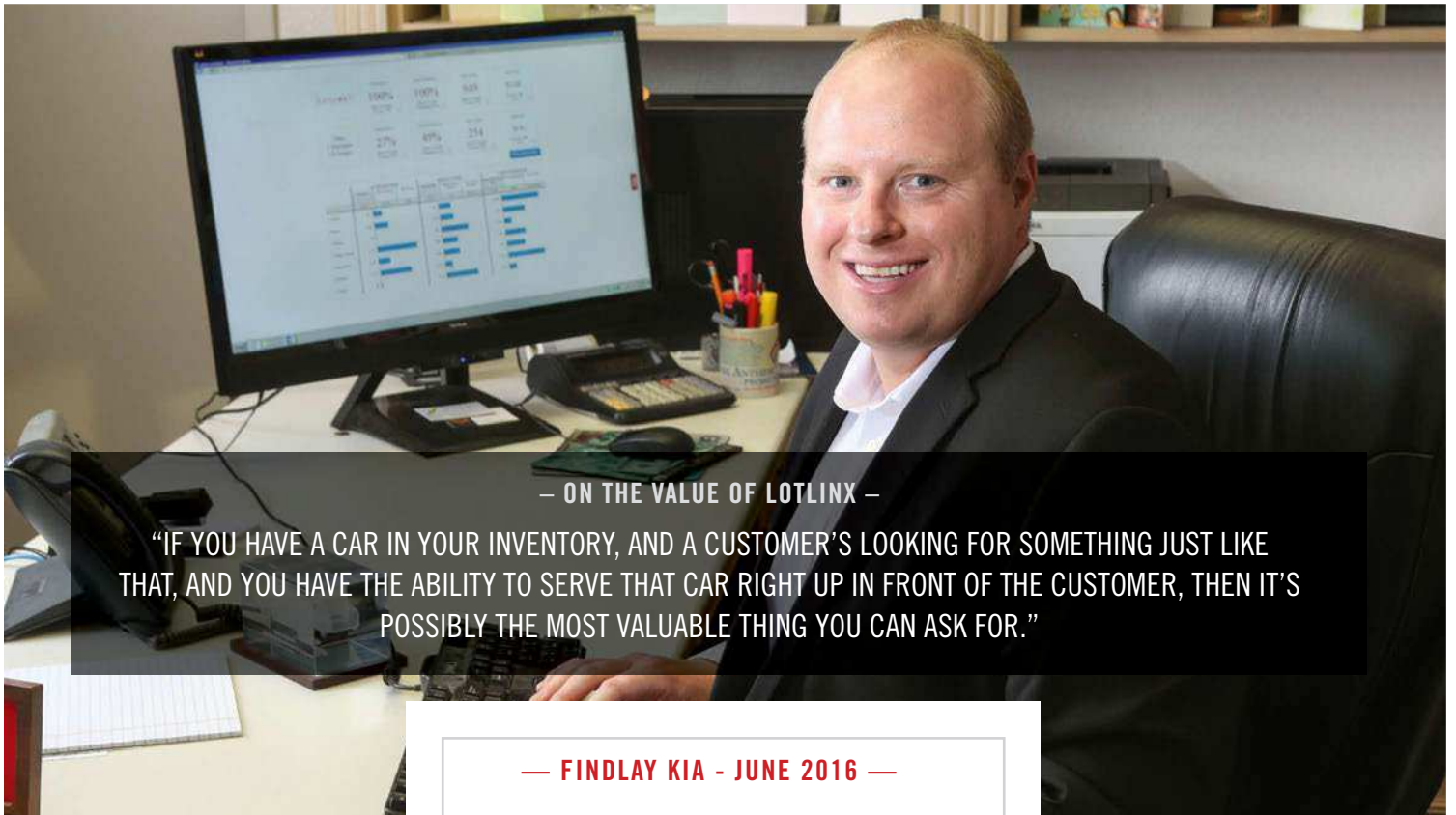
Mark focused his LotLinx spend on pre-owned cars initially, and the results were instantaneous. “It was crazy,” he reports. “One month sales went from 26 used cars the year before to 52. The month before it was 28 used cars to 52. It was a huge increase.

“And you see it across the board. I look at the Findlay



“As a dealer, you know your web page is your best asset, but it’s getting people driven to that page that’s the key. Getting them there is the biggest driver of all.”

Auto Group — I get the daily sales report every day. You look at these dealerships that signed up with LotLinx.



— ON THE VALUE OF LOTLIX —

“IF YOU HAVE A CAR IN YOUR INVENTORY, AND A CUSTOMER’S LOOKING FOR SOMETHING JUST LIKE THAT, AND YOU HAVE THE ABILITY TO SERVE THAT CAR RIGHT UP IN FRONT OF THE CUSTOMER, THEN IT’S POSSIBLY THE MOST VALUABLE THING YOU CAN ASK FOR.”

— FINDLAY KIA - JUNE 2016 —



SALES VELOCITY
INCREASE
WITH LOTLIX
83%



SAVINGS
FROM REDUCED
HOLDING COSTS
\$9,882

You wonder why their used cars are freaking skyrocketing through the roof. Then, when you look at the date they signed with LotLinx, it all makes sense.”

Sage advice for other digital marketers

When asked what he attributes his success to, Mark, who works for Findlay Kia today, has a ready answer: “Don’t follow what everyone else is doing. Do your own thing. Go with your gut.”

He admits that when he started with LotLinx, he didn’t

really know what to expect. But he had come to terms with the fact that if you’re not willing to take chances, you’ll never truly excel. “I was like, let’s cancel these other things that I’ve never seen the value in and put our support behind LotLinx.”

Mark understood that LotLinx represented a new and different way of approaching the digital marketing problem. That he is among the latest members of the 40 Under 40 club speaks volumes about the wisdom of his decisions and the pulling power of 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



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