

# NET POSITIVE

How LotLinx is helping Wilson Auto Group drive increased sales velocity with qualified online shoppers

Doug Wilson, President & CEO, Wilson Auto Group  
Locations in Mississippi and Tennessee

## DEALER PROFILE

Wilson Auto Group includes Hyundai, KIA and Chrysler Dodge Jeep RAM rooftops in Mississippi and Tennessee

## RESULTS

Wilson Premier Hyundai – November 2015\*

Shoppers Delivered to VDPs	216
VDP Views	264
Cost per VDP View	\$3.25
Net New Visitors	79%
Sales Velocity Increase	93%
Holding Costs Savings	\$10,296

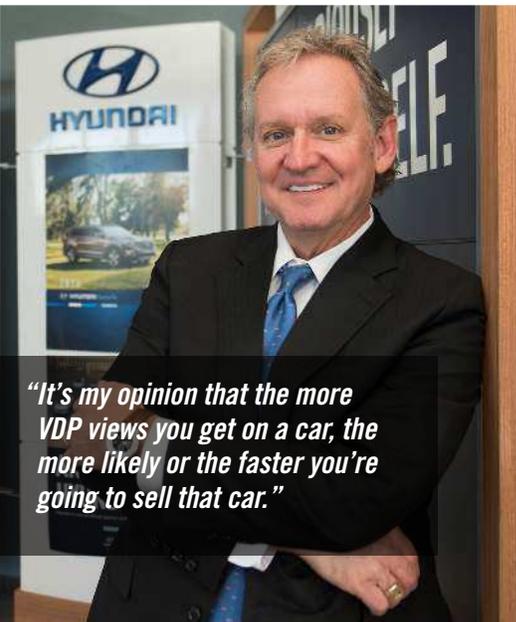
\*Based on LotLinx data



Doug Wilson is the top dog at Wilson Auto Group. This might lead you to believe that he'd delegate digital marketing responsibility for his various Hyundai, Kia and Chrysler Dodge Jeep Ram dealerships in Jackson, Flowood and Ridgeland, MS and Collierville, TN to other people in the organization, but that's not the case.

"Personnel, staffing, new car sales, used car sales, service, parts," says Doug, with some degree of self-deprecation. "Those are left to my general managers." Instead, he says he focuses on the Internet.

in my dealership, plugged it in and hosted my own websites for the first several years. I did that until the manufacturers all got hooked up with vendors and started standardizing their approach to things."



*"It's my opinion that the more VDP views you get on a car, the more likely or the faster you're going to sell that car."*

It only makes sense that he would. You see, Doug proudly developed back in 1996 what he claims was one of the first websites of any automobile dealership in the world.

While he professes to be self-taught, Doug says Internet marketing is "kind of my forte." It's therefore instructive when someone with his knowledge and experience rethinks his digital marketing tactics.

### **Internet-centric, Internet savvy**

"I bought a Dell PowerEdge server, took it into the telephone equipment room

Doug's approach to marketing is Internet-based. "TV and radio," he states, "some of that is optional in this day and age. But not our website, our vehicle merchandising, having someone taking pictures of our cars, our VDP enhancement tools, our dynamic call-tracking, managed chat, call monitoring, content development for the website. We do Google AdWords and Google display ads. We also do Facebook, Twitter and YouTube."

“Lead farms” is the term he uses to describe the third-party search sites, and he seems skeptical of their long-term value. “I think there’s a place for Autotrader and Cars.com – I’m still spending money with them – but it’s becoming less and less. In my opinion, the use of third-party sites is going to continue

to decrease because none of those third-party sites really has what consumers are interested in, and that is real cars that are really for sale.”

It was for the purpose of exposing potential customers directly to the actual cars in his inventory that he became a LotLinx customer in the spring of 2015.

WILSON PREMIER HYUNDAI



**264**  
**VDP VIEWS**  
 AT \$3.25 COST  
 PER VIEW

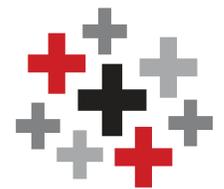
— NOVEMBER 2015 —

different photos, an exciting description of the car, payment calculator, trade-in calculator and a way to get more information or to find out price, trade allowance, payment, down payment, availability – that’s the approach consumers want,

Charting a direct path to VDPs

Doug says he became aware of LotLinx when he attended Digital Dealer and the Digital Marketing Strategies Conference and found himself intrigued by LotLinx’s VIN-specific retargeting.

“When you can draw attention to a specific automobile, and a consumer can click on that and get into 27



**79%**

**NET NEW VISITORS**

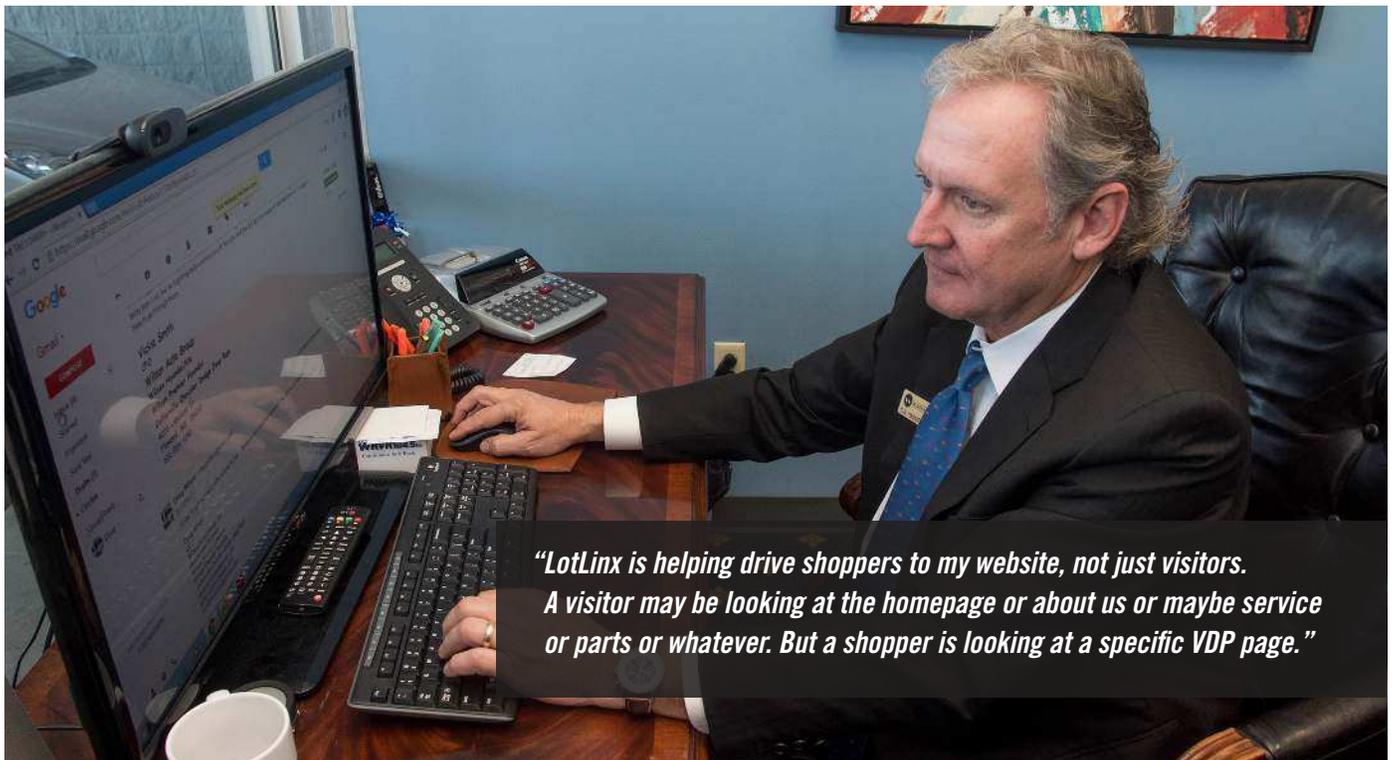
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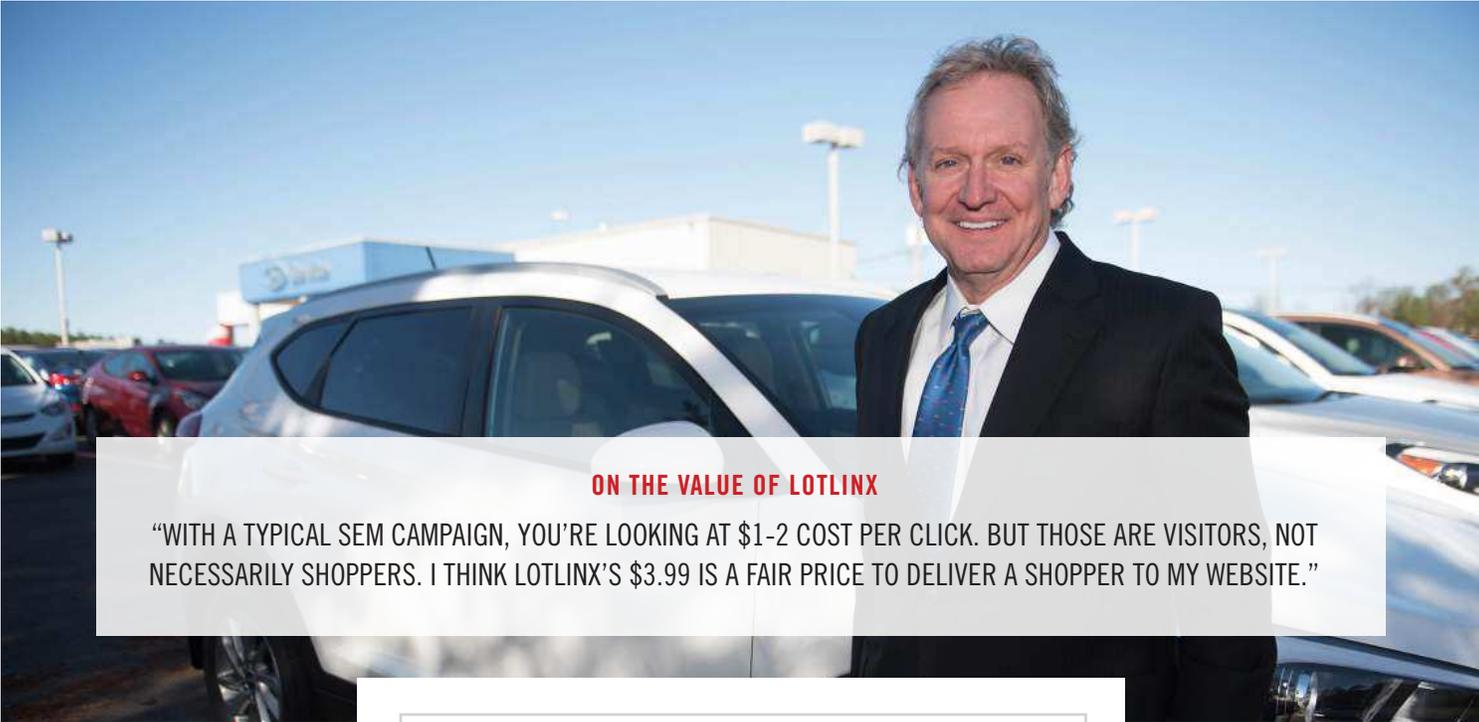
**216**

**SHOPPERS**  
 DELIVERED TO  
 VDPs

— NOVEMBER 2015 —



*“LotLinx is helping drive shoppers to my website, not just visitors. A visitor may be looking at the homepage or about us or maybe service or parts or whatever. But a shopper is looking at a specific VDP page.”*



**ON THE VALUE OF LOTLINX**

“WITH A TYPICAL SEM CAMPAIGN, YOU’RE LOOKING AT \$1-2 COST PER CLICK. BUT THOSE ARE VISITORS, NOT NECESSARILY SHOPPERS. I THINK LOTLINX’S \$3.99 IS A FAIR PRICE TO DELIVER A SHOPPER TO MY WEBSITE.”

and I think that’s the approach that sells more cars.”

Doug is very clear about the value of VDP views. The more you can generate, he is convinced, the more cars you can sell.

“LotLinx is helping drive shoppers to my website, not just visitors. That’s basically what LotLinx does. They deliver shoppers to my VDP pages, and that makes it worthwhile for me.”

**The current focus is on new cars**

Presently, Doug is using LotLinx to support new car sales at

— WILSON PREMIER HYUNDAI - NOVEMBER 2015 —



**93%**  
**INCREASE**  
IN SALES VELOCITY



**\$10,296**  
**SAVED**  
ON INVENTORY  
HOLDING COSTS

his Hyundai and Chrysler stores. “I’m really trying to drive new car traffic,” he says, “because my internal sales goals right now dictate that. But I think LotLinx might do even better driving used car traffic than new car traffic.”

What has led him to this conclusion? It’s that

LotLinx can help him point potential buyers to cars they may be interested in. “I probably need to increase my spend and add used cars in there.”

There’s no reason to doubt a man who has shown time and again that he knows what he’s doing. □

**LotLinx: Transforming Digital Automotive Retail**

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



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