

DEALER PROFILE

More than 50 years in business, Lundgren Honda is a family-owned dealership with locations in Auburn and Greenfield, MA

RESULTS

May 2016*

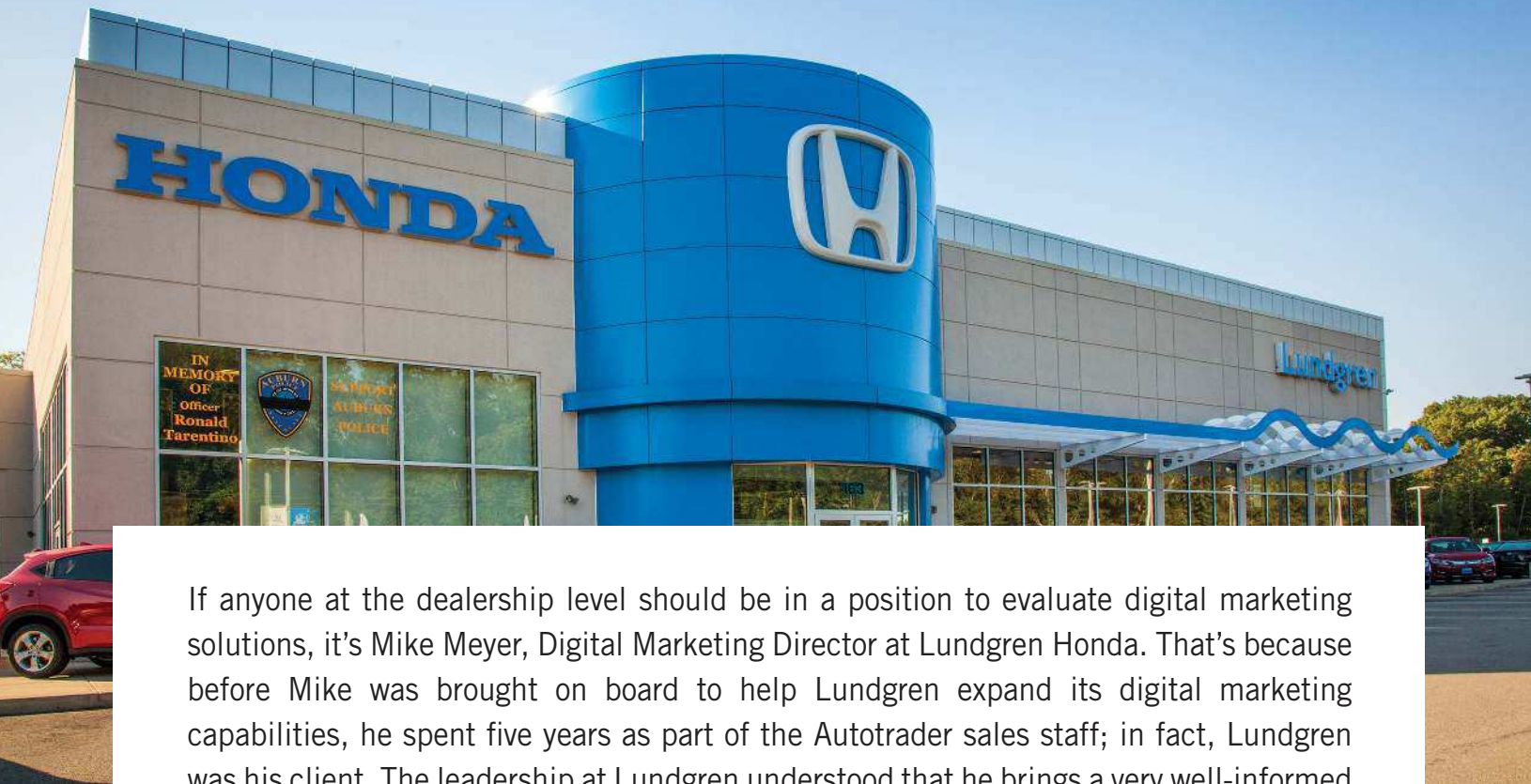
VDP Views	526
Cost per VDP View	\$3.66
Vehicles Sold	37
Cost per Vehicle	\$51.97
Sales Velocity Increase	77%
Holding Costs Savings	\$11,844
New Visitors	86%

*Based on LotLinX data

Mike Meyer
Digital Marketing Director
Lundgren Honda
Auburn and Greenfield, MA

ADVANTAGE, DEALERSHIP

Why a former Autotrader salesperson considers LotLinX his digital solution of choice



If anyone at the dealership level should be in a position to evaluate digital marketing solutions, it's Mike Meyer, Digital Marketing Director at Lundgren Honda. That's because before Mike was brought on board to help Lundgren expand its digital marketing capabilities, he spent five years as part of the Autotrader sales staff; in fact, Lundgren was his client. The leadership at Lundgren understood that he brings a very well-informed

point of view to automotive digital marketing, and that's why they reached out to him in the first place. That also makes it all the more worth paying attention to Mike when he declares that "LotLinx is a tool the dealers should have invented 20 years ago."

We'll let him explain how he came to this conclusion.

**Mike's charge:
use digital to build
the business**

When Mike joined Lundgren in 2014, he was given the responsibility of overseeing business development and making its marketing "cutting edge." His first assignment out of the gate was to improve Lundgren's website, which was a static one-page site prior to his arrival. He also was asked to play a role in strengthening the dealership's CRM efforts.

He began by creating a more dynamic website — six of them, actually, over a two-year period. He also brought video to the dealership with pre-roll advertising. He dramatically altered Lundgren's

Facebook presence, growing the number of followers from 300 when he arrived to more than 2,400 today. Having discovered when he mystery-shopped the dealership before joining that the average response time to leads was anywhere from three hours to a day, he made rapid response another

priority. Today, prospects are responded to in less than nine minutes.

Mike has long understood the vital role Vehicle Details Pages (VDPs) play in moving cars, and that became an area of special focus for him. By



— SCORECARD: LUNDGREN HONDA RESULTS FROM LOTLINX - MAY 2016 —

NEW SHOPPERS
DELIVERED TO
THE WEBSITE

86%

VDP VIEWS
ON THE LUNDGREN
HONDA WEBSITE

526

COST
FOR EACH
VDP VIEW

\$3.66

VEHICLES SOLD
ATTRIBUTED TO
LOTLINX SHOPPERS

37

COST PER
VEHICLE SOLD
THROUGH LOTLINX

\$51.97

emphasizing custom photography — as many as 50 photos of a single car — he sought to make the online experience the equivalent of the brick-and-mortar one.

All that was left was to “look at the consumer’s decision journey and try to make sure that we’re in those touch points.”

“This Deeplinking™ thing is going to be big!”

Mike was ripe for something new that went beyond third-party search sites, and it came to his attention in the fall of 2014 in the form of an email from Patrick Lundgren. Fresh from a Dealer 20 group meeting, Patrick recommended that Mike look into LotLinx. The fact that LotLinx drove shoppers directly to VDPs might be, he said, a real advantage.

In April 2015, Mike brought LotLinx on board. Given the importance he places on VDP views, it was no surprise how quickly he recognized its value.

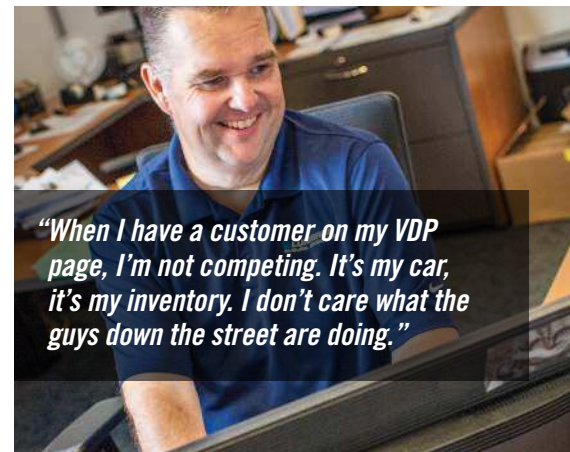
“Working with LotLinx, it’s direct-linked, it’s deep-linked. So I’m not fighting the competition. If I didn’t do something correct, shame on me. But otherwise my vehicle, my inventory, is served up to

the customer, and they come directly to me.”

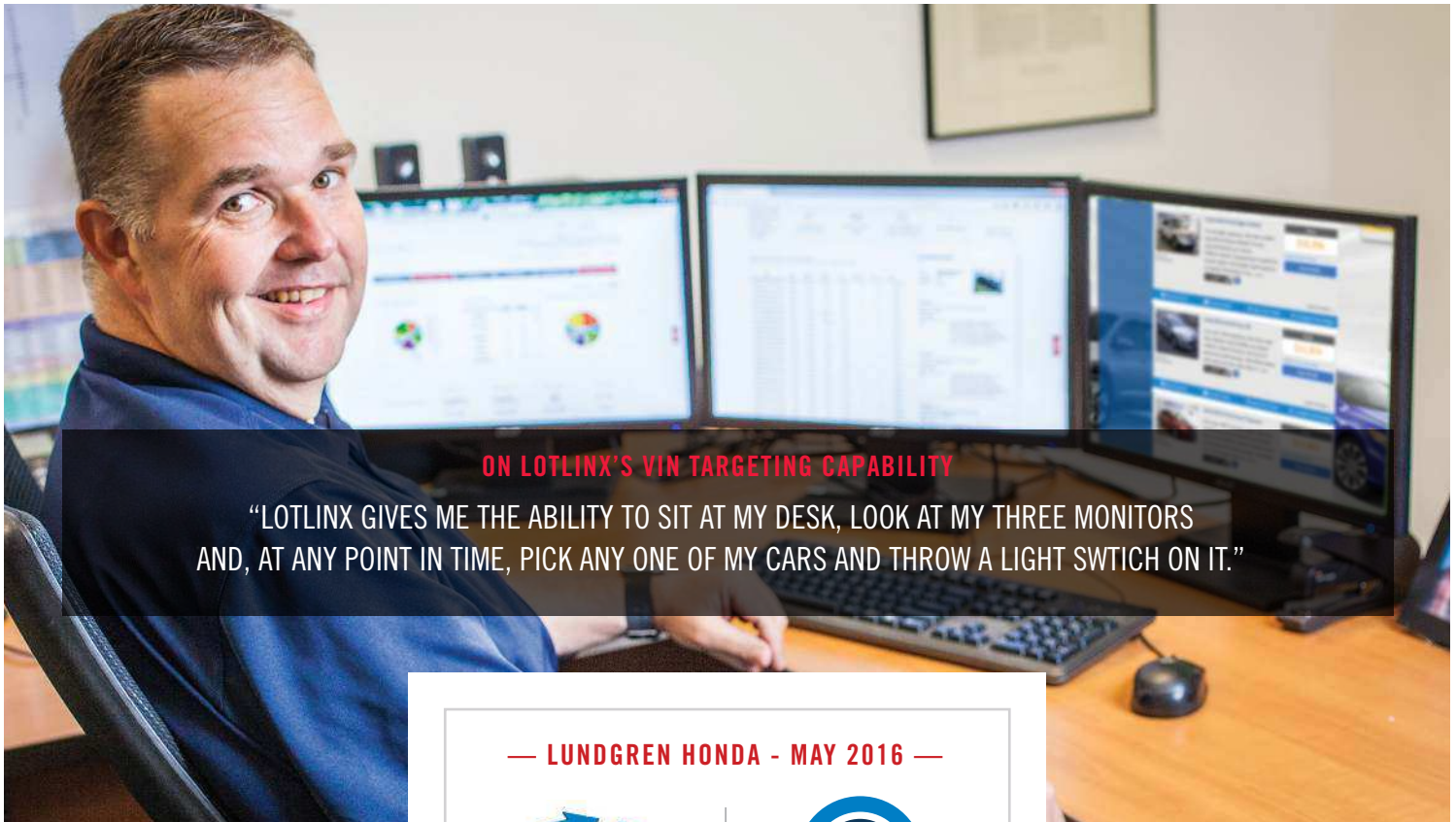
And it isn’t just Deeplinking Mike considers valuable about LotLinx. It’s also the VIN-specific campaigns he can implement to move inventory combined with the heightened diagnostic capabilities he enjoys.

For example, Mike approached his LotLinx Digital Analyst recently with a problem. It seemed he had 10 cars on the lot that had been there for a long time and weren’t moving. “He took me into the LotLinx Campaign Manager,” Mike says. “He showed how we could isolate just those 10 cars, pick a budget, put it on them and get it out there. Well, I did that, and four days later,

two of those old-age cars moved. *The only different thing that I did was, I elevated them with LotLinx.* Everything else stayed the same.



“When I have a customer on my VDP page, I’m not competing. It’s my car, it’s my inventory. I don’t care what the guys down the street are doing.”



ON LOTLINX'S VIN TARGETING CAPABILITY

“LOTLINX GIVES ME THE ABILITY TO SIT AT MY DESK, LOOK AT MY THREE MONITORS AND, AT ANY POINT IN TIME, PICK ANY ONE OF MY CARS AND THROW A LIGHT SWITCH ON IT.”

— LUNDGREN HONDA - MAY 2016 —



SALES VELOCITY
INCREASE
WITH LOTLINX
77%



SAVINGS
FROM REDUCED
HOLDING COSTS
\$11,844

“I think what’s really been impactful for me is to be able to look at the data and armchair quarterback right from my desk. I look at LotLinx quite like, I’m sure, my financial broker looks at his tools for the stock market. LotLinx has given me the ability to come in here at any point in time during the game and change things for plus or minus so that I can be successful. And that really impressed me because I can’t do this with anyone else.”

This story ends with a comment Mike’s general

manager made to him after participating in a recent Dealer 20 group meeting. There, the GM told Mike, the group spoke very highly of LotLinx and its Deeplinking capabilities.

“He laughed,” Mike says, “because Deeplinking was a term the GM just thought I was making up. But now, I got the, ‘Hey, I guess you kind of know what you’re doing’.”

Isn’t it great that someone with Mike’s digital chops is getting the recognition he deserves! □

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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