

TIME BRINGS CHANGE, CHANGE BRINGS RESULTS

Why Cars.com's very first customer
is embracing LotLinX

Todd Cahan, Managing Partner, Max Madsen Mitsubishi
Aurora and Downers Grove, IL

DEALER PROFILE

With two dealerships in the Chicago area, Max Madsen is one of the market's biggest Mitsubishi dealers.

RESULTS

November 2015*

VDP Views	939
Cost per VDP View	\$3.20
Vehicles Sold (Aug-Oct 2015)	122
Sales Velocity Increase	100%
Holding Costs Savings	\$13,050

*Based on LotLinX data





Max Madsen Mitsubishi is one of the largest and best-known Mitsubishi dealers in the Chicago market. In fact, according to Todd Cahan, the nephew of Max Madsen himself, “over the years, as many as one of every three new Mitsubishis sold in Chicagoland came out of our dealerships.” Needless to say, that’s an important accomplishment. But there’s another distinction Max Madsen Mitsubishi and Todd can claim. They were Cars.com’s very first customer.

Search online for “Todd Cahan and Cars.com,” and you’ll find that *Dealer News* did a profile of him in its June 2008 issue – one that corresponded with the automotive search site’s 10th anniversary that month. When asked what led him to believe in 1998 that advertising online was a smart decision, Todd responded, “At the time, America Online was just becoming a household name, and people were jumping on the bandwagon everywhere you looked. I just enjoyed what the Internet created – it made the world a smaller place. We immediately saw the opportunity to make our goods available for sale to

the entire world.”

Todd has been responsible for marketing in general for Max Madsen and Internet marketing in particular for close to 20 years now, and few people have his experience using online tools to promote cars sales. So it’s significant that today, his solution of choice is LotLinX. And its value becomes even clearer when Mitsubishi’s position in the automotive market is taken into account.



“We just recently increased our budget with [LotLinX]. In fact, I more than doubled it.”

A “thin line of cars” that’s picking up speed

Todd is frank about the Mitsubishi brand. He notes that it’s “been trying to find its way in the American market for many years.”

And even though he says sales are likely to increase more than 20% this year compared to last, the 90,000 units that will be sold are a far cry from the nearly 500,000 Mitsubishi's targeted a dozen years ago, when the brand was at its peak.

Todd says Mitsubishi produces a high quality product that is under-marketed by the OEM, and that allows for the cars to be priced attractively. At the same time, he acknowledges that the brand's buyer "has always been a value-conscious buyer. They're really looking for a good bang for the buck. If they're willing to give up 'the big brand name,' they can really get a good value on a car with Mitsubishi."

Given that Mitsubishi Motors doesn't do a lot of advertising itself, Todd says the OEM really leans on its dealers to drive interest, and that's what he focuses on. "When people do finally put us in contention with what they're considering, when they find it on their own – they do come to the conclusion that this is a good value. That typically winds up being what our customers are like."

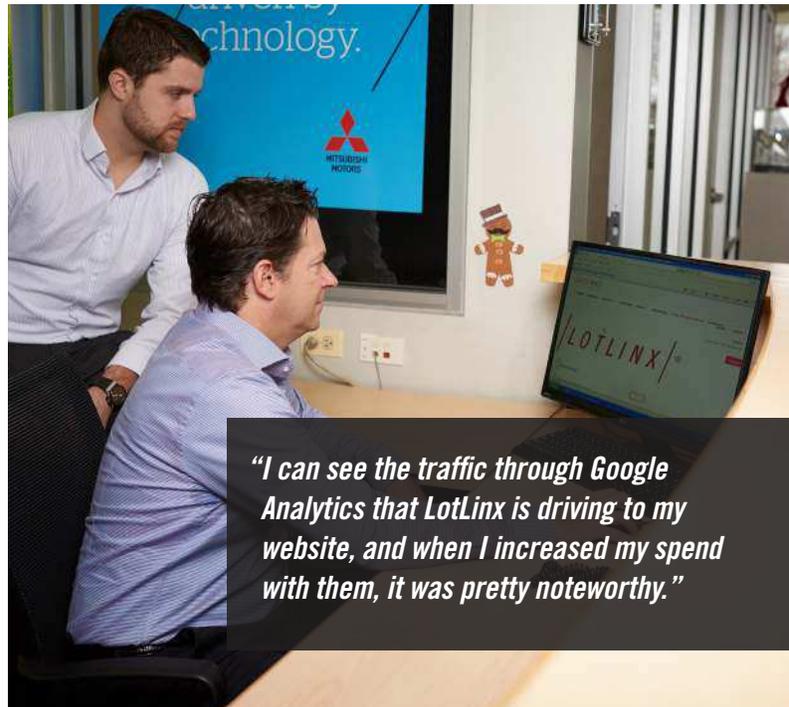
The bulk of the Max Madsen ad spend

The fact that the Mitsubishi buyer is searching for value means that Todd believes strongly in the advice his uncle has instilled in him over the years to support "a good blend of advertising."

But he also recognizes that if the brand "only has 0.5% market share, and if I'm out on the radio, how many people am I really appealing to? Whereas if I'm on the Internet, and somebody has taken it upon themselves to search for Mitsubishi, that's where I need to be." As a result, Max

Madsen's advertising spend today is 85% Internet-based.

Todd demonstrated years ago that he was willing to do



things differently, and he says he came to LotLinX in the fall of 2014 because he was looking for a better way.

His results from more traditional digital marketing solutions "were becoming less and less effective." On the other hand, LotLinX "is more creative and sophisticated in the way that they're driving visitors directly to the VDP pages of our site."

"Basically, they've figured out how to target market-specific vehicles to specific shoppers, and they're doing it effectively. They even have one of the lowest bounce rates of any of our referrers to our website. When visitors come to the VDP pages of our cars, they're sticking to it. They're analyzing the information that they have in front of them, and they're not jumping away from it



939

VDP VIEWS
AT \$3.20 COST
PER VIEW

— NOVEMBER 2015 —



100%

SALES VELOCITY
INCREASE

— NOVEMBER 2015 —



122

VEHICLES SOLD

— AUG - OCT 2015 —

Todd depends on LotLinx digital analysts Spencer Daniels (l) and Nick Antonopoulos (r) to maximize the value of his LotLinx spend.

LOTLINX CUSTOMER SUPPORT

“I’M REALLY ENJOYING THE LOTLINX EXPERIENCE JUST BASED ON THE FACT THAT IT’S ON AUTOPILOT. I CAN TARGET WHAT I NEED TO TARGET, BUT I LEAVE THE REST UP TO THEM, AND THEY’RE EFFECTIVE IN GETTING ME THE RESULTS.”

immediately. It’s almost as if the third-party search sites are becoming channels like on the TV, whereas LotLinx is more like individual classified ads.”

Tinkering with the mix

With a year of experience with LotLinx under his belt, Todd has learned how to fine-tune its results. A perfect example is a sales contest Mitsubishi Motors ran with its dealers for a specific model in its line-up.

“I diverted my full LotLinx budget toward that model,” Todd explained. “It spiked the traffic for that model



**\$13,050
SAVED**

ON INVENTORY
HOLDING COSTS

— NOVEMBER 2015 —

significantly. When I saw that happen, I realized that, wait a second, this thing is real, and it is really customizable. We can target results with it.”

When asked to talk more about LotLinx, Todd was quick to sum things up this way: “Mitsubishi Motors rewards us for selling more of particular models than others, so I still have two specific models targeted. Each is 25% of my spend. And then the other 50% I’ve got on used cars. I have a very specific

blend of cars with my spend that we’re targeting, and it seems to be doing the job.” □

LotLinx: Transforming Digital Automotive Retail

To set up a meeting with a LotLinx consultant, go to lotlinx.com/schedule
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