

# DELIVERING A DIGITAL ADVANTAGE

Why the Thayer Family Dealerships  
have become increasingly reliant  
on the power of LotLinx

**Katie Beakas**  
Marketing Director  
Thayer Family  
Dealerships  
Bowling Green, Ohio

## DEALER PROFILE

Thayer Family Dealerships has five stores in Bowling Green, OH including Thayer Chevrolet, Ford, Honda, Nissan and Toyota.

## RESULTS

May 2017\*

VDP Views	2,454
Cost per VDP View	\$3.10
Vehicles Sold	92
Cost per Vehicle	\$82
Inventory Turn Increase	35.71%
Holding Costs Savings	\$34,840
New Visitors	1,828

\* Based on LotLinx data for Thayer Family Dealerships.



“The first result I saw with LotLinx was **the quality of the calls to our used sales department.** You could tell that the people who were calling knew about the vehicles and were ready to buy.”

Bowling Green, OH is a tight-knit farming and agricultural community located approximately 25 miles from downtown Toledo. With some 30,000 residents, it is also the home of Bowling Green State University, whose most illustrious alumnus is Olympic gold medalist figure skater Scott Hamilton. More than 80 years ago, Ralph Thayer opened a Chevrolet dealership in the town. Today, if you drive south past the big farms and the Tractor Supply Store on North

Main Street, you'll come to the freestanding Thayer Nissan store followed immediately by the Thayer Ford store. Continue for another mile or so, and you'll find the Thayer Honda Store and after that the Thayer Chevrolet store and after that the Thayer Toyota store.

What began as a small, local dealership representing a single OEM is today a five-store group that draws customers from Toledo and points beyond. The group is run by Ralph's son Paul and Paul's three children, Rachel, Ryan and Robyn. And heading up marketing

for the enterprise is Katie Beakas, a native of Bowling Green herself and a proud graduate of BGSU.

#### **SUPPORTING THE MOVE FROM TRADITIONAL MEDIA TO DIGITAL**

Prior to joining Thayer, Katie worked in marketing for the American Cancer Society in nearby Perrysburg, OH. She also served on the ACS board, where she met fellow board member Rachel Thayer. In 2012, Katie joined Thayer Family Dealerships.

— SCORECARD: THAYER FAMILY DEALERSHIPS RESULTS FROM LOTLINX - MAY 2017 —

NEW SHOPPERS  
DELIVERED TO  
THE WEBSITE

1,828

VDP VIEWS  
ON DEALERSHIP  
WEBSITES

2,454

COST  
FOR EACH  
VDP VIEW

\$3.10

VEHICLES SOLD  
TO LOTLINX  
SHOPPERS

92

COST PER  
VEHICLE SOLD  
THROUGH LOTLINX

\$82.

When Katie began, Thayer was largely running traditional media - print, radio and TV. But with Katie at the helm, digital quickly became the name of the marketing game. Retargeting ads, YouTube pre-roll, Facebook and a regular presence on the websites of Bowling Green's biggest television station, Channel 13 ABC, and key newspaper, The Blade, all captured a portion of her media spend.

And one additional provider began playing an increasingly central role - LotLinX.

**PROVIDING A  
STRAIGHT PATH TO  
THAYER'S VDPs**

Katie first became acquainted with LotLinX when Robert London, General Manager of the Thayer dealerships, brought it to her attention and asked her to find out more about what the program had to offer.

After doing initial research with her Dealer 20 Group and speaking to people at automotive and digital conferences she attended, Katie says she was impressed by the fact that "LotLinX takes you direct to the vehicle display pages. As a direct link, it cuts out the middle man, whereas with third-party sites like Autotrader or cars.com, there's a lot of advertising and traffic to navigate to get to the VDPs and to the core information we

want our customers to see."

She decided to use LotLinX initially to promote used inventory at the Thayer Chevrolet Toyota campus, and the value became apparent very quickly.

"The first result I saw was the quality of the calls to our used sales department," says Katie. "They were really

active leads as opposed to calls we were getting prior to using LotLinX. You could tell that the people who were calling knew about the vehicles and were ready to buy or at least ready to look at them."

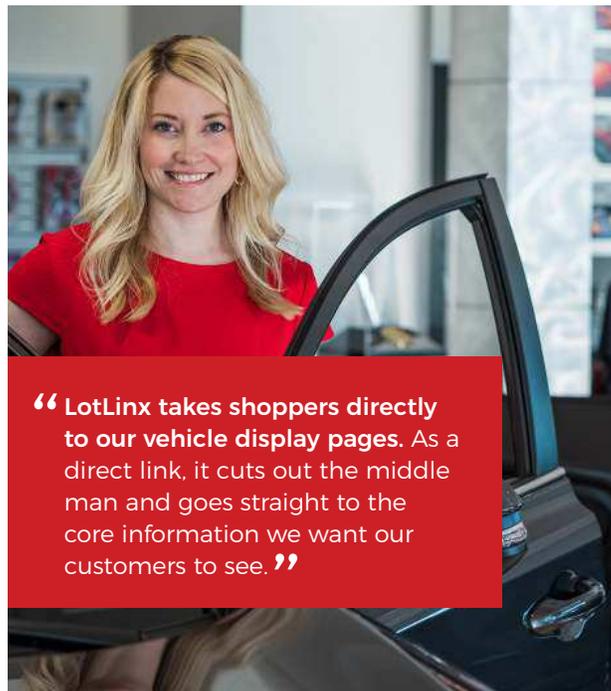
**FOCUSING ON  
CARS THAT HAVEN'T  
MOVED**

Katie discovered that LotLinX gave Thayer Chevrolet an ability it never had before. "Prior to using LotLinX, we had very little traffic on vehicles that had been on our lot for a long time. But by promoting

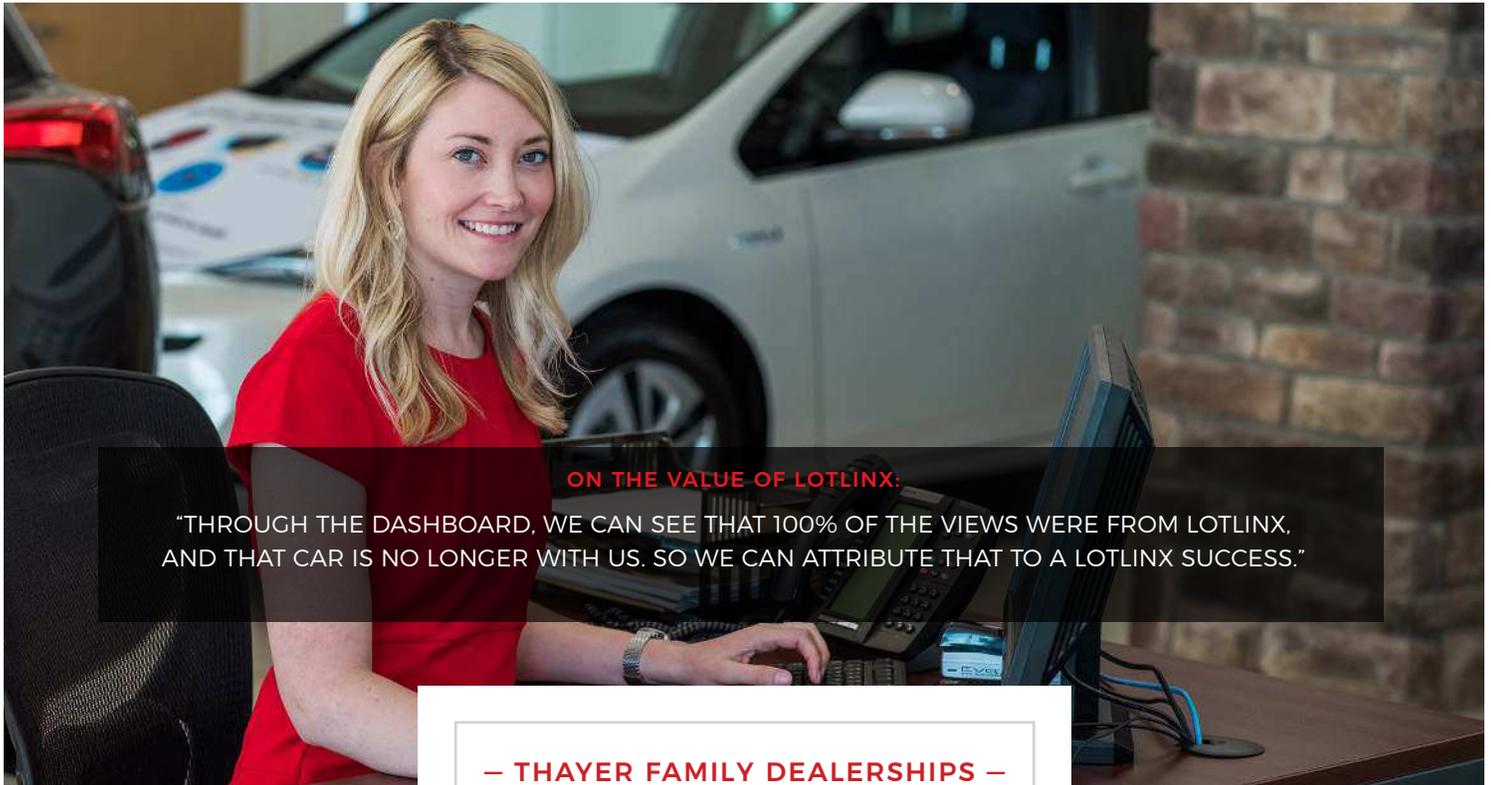
those vehicles through LotLinX, we were able to generate traffic and were able to move those vehicles."

With help from her LotLinX account rep, Steve Weisman, Katie began turning to the LotLinX VIN View Optimizer® for the deep insights it gives her into the status of Thayer inventory.

"Steve and I go over the account, and we look at it all," Katie explains. "There's some great information there



**“ LotLinX takes shoppers directly to our vehicle display pages. As a direct link, it cuts out the middle man and goes straight to the core information we want our customers to see. ”**



**ON THE VALUE OF LOTLINX:**

“THROUGH THE DASHBOARD, WE CAN SEE THAT 100% OF THE VIEWS WERE FROM LOTLINX, AND THAT CAR IS NO LONGER WITH US. SO WE CAN ATTRIBUTE THAT TO A LOTLINX SUCCESS.”

that’s very transparent. We’re able to see what we’re spending for vehicles, the number of views they’re attracting, what units are sold and which ones aren’t.

“We’re focusing on specific VINs for our pre-owned inventory that we need to move off our lot. Basically, we can pick and choose what vehicles we need to increase traffic on. Through the LotLinx dashboard, we can see that 100% of the views were from LotLinx, and that car is no longer with us. So we can attribute that to a LotLinx success.”

**ACCESSING VALUABLE KNOWLEDGE**

Katie gives a lot of credit for the success Thayer is experiencing with LotLinx to Steve and his digital data

**– THAYER FAMILY DEALERSHIPS –**

MAY 2017



**INCREASED**  
VEHICLE TURN  
WITH LOTLINX  
**35.7%**



**SAVINGS**  
FROM REDUCED  
HOLDING COSTS  
**\$34,840**

colleagues. “I think a huge benefit with this program is the involvement and knowledge of the representatives LotLinx has on staff,” she states. “We conference call with Steve every week, and his attention to detail and his attention to our account has been awesome.

“The increased traffic, the fact that we can see within the dashboard that a vehicle is 100% viewed by LotLinx customer and then that car was delivered – we give that sale and that credit to our LotLinx advertising.”

Katie was brought onboard to help escort Thayer Family Dealerships into the digital age, and she certainly seems to be delivering the goods. □

**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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