

VIN.drop™

GIVE YOUR DIGITAL STRATEGY THE BOOST IT
NEEDS TO HIT SALES OBJECTIVES THIS MONTH

LotLinx is the automotive industry leader in inventory marketing technology dedicated to aligning overall dealer sales objectives to inventory marketing strategies and tactics with unparalleled efficiency and precision.

LotLinx VIN.drop campaigns are powered by LotLinx /AI/® to quickly drive qualified shoppers directly to the individual VINs you are most motivated to sell. VIN.drop campaigns work in addition to core LotLinx strategies by accelerating the sales pace for specific VINs in order to meet inventory sales objectives.

DROP PURCHASE-READY SHOPPERS IN FRONT OF HIGH PRIORITY VINS.

Inventory strategies supported by VIN.drop:



Special events such as weekend promotions or holiday sales



Unique or problem vehicles that need extra attention in order to sell



Incentives or OEM programs that give high ROI



Book your VIN.drop strategy session today!

Meet with a LotLinx inventory strategy expert to discuss your sales goals and build a custom VIN.drop campaign that quickly delivers qualified shoppers straight to your Vehicle Detail Pages (VDPs).

Learn more at www.lotlinx.com or call **1-800-625-LINX (5469)**



SELL CARS SMARTER™