

# LOTLINX IS COMING HOME TO CANADA.

**MOVE YOUR VINS 78% FASTER WITH LOTLINX AUTOMOTIVE AI.**

Originally developed in Ontario and Winnipeg and brought to market in the U.S., LotLinX has grown to be the industry's leading Automotive AI. Our highly-awarded technology works by scoring the search behavior of in-market auto shoppers and delivering those with the highest calculated intent-to-purchase directly to conversion-optimized VDPs, accelerating inventory turn by up to 78% and reducing costs by 90% or more.



Now through December 1st, we're partnering with our friends at Kijiji and inviting a select number of dealers to participate in our **initial LotLinX Canada launch.**

Deliver low-funnel shoppers to conversion-optimized VDPs of targeted inventory for just **USD \$4.99 /shopper.**



## Automotive AI that empowers dealers with data.

Before LotLinX, it was hard to tell which cars were being viewed online, and how those views affected sales. Now, LotLinX has identified the metrics that impact ROI. Our VIN View Optimizer® and Attribution Reports focus on the metrics that matter, and seamlessly pair real-time market data with on-lot budget insights to create a full picture and powerful plan to maximize sales, VIN by VIN.

### LotLinX Nucleus™

LotLinX VS - Omni-Channel and AMP

Effective advertising has always been a matter of reaching the right people at the right time, and LotLinX Nucleus was designed to do just that. It empowers dealers to launch VIN-specific campaigns through AI-optimized shopper scoring, algorithmic bidding, and cross-channel display advertising, all on the award-winning LotLinX TURN platform. VIN-specific campaigns also enjoy LotLinX Accelerated Mobile Pages, vehicle display pages built for how today's car buyers shop online inventory. So no matter whether they're using desktop or mobile, your shoppers reach conversion-optimized VDPs that perform 5x better than control groups.



VS = VIN SPECIFIC MARKETING

## Drive a blast of engaged shoppers to your most stubborn inventory.

**LotLinx VS - VINdrop and AMP** use qualified shoppers to deliver a short blast of traffic to your high ROI VDPs. This VIN-specific strategy is great for both addressing problem VINs on your lot that are struggling to get the engagement needed to sell and for supporting in-house sales events on weekends or holidays.



## REQUEST TO JOIN THE LOTLINX CANADA LAUNCH

AND EXPERIENCE THE INDUSTRY'S #1 AUTOMOTIVE AI FOR YOURSELF.

On December 1st, LotLinx will launch in the eight top Canadian markets with a select group of leading auto dealers.

For more information and to apply, please visit [lotlinx.ca](http://lotlinx.ca), or call **800-625-5469** today.



### LOTLINX CANADIAN LAUNCH PROGRAM DETAILS

Minimum shopper purchase to join launch trial is **350 shoppers @ USD \$1,575 over 50 VINs**

#### INTERESTED? GREAT!

Dealers who want to join the LotLinx Canada initial launch can get a head start by collecting the required information in the adjacent itemized list.

- Website Host
- Inventory Feed Provider
- Dealer GA Email
- Dealer UA Code