

HOW A MIDLAND HONDA DEALER ACHIEVED A TEXAS-SIZED INCREASE IN CAR SALES WITH LOTLINX AI

WRITTEN BY: JOEY GABARDA, OWNER CLASSIC HONDA

In the Texas-strong land of trucks and SUVs, making a small Honda store's sales stand up against the competition is a challenge most dealers wouldn't want to take on - but I'm not most dealers.

At my dealership, Classic Honda of Midland, TX, getting people to our lot is no easy feat. That's because our lot sits between a major oil rig that's responsible for nearly 70 percent of the nation's oil. So most of the people working in and around my area prefer heavy duty hauling vehicles over the compact and stylish cars offered by Honda.

That's one of the biggest reasons why, when my partner and I took over the Classic Honda store in 2015, it was one of the lowest-producing Honda dealerships in the country.



Back then, we knew we had a big challenge ahead of us.

But we knew that, if we could turn it all around, we'd have that plenty to be proud of. So, we began our original effort to pick the store up out of the sales slump. We tried pretty much anything and everything we (and every other dealer in the world) knew of to get ahead - from print ads and direct mail to TV and radio. We even made major investments in the leading third-party automotive listing sites.

But we soon realized that the days of doing the same thing as the guy down the street were over. Especially in a market that doesn't naturally draw people interested in our inventory.

Around that time, we began to hear buzz about a company called LotLinx.

We heard their technology could help us target in-market shoppers based on their search behavior. As soon as we completed our initial demo and learned just how specific their AI could get when matching buyers to my inventory, I was all-in.

After signing on with LotLinx, their team immediately helped us get more customers to our lot, by sending real online Honda buyers

to our VDPs. With their AI technology, I am able to match shoppers to specific vehicles on my lot. And, guess what? Those are the vehicles that get sold... in less than 60 days!

Fast forward to today, where my dealership is thriving.

We've found the secret to success: utilizing online ad campaigns to directly help us move our inventory. I make sure to get together with my LotLinx Digital Strategist, Zach, a couple of times a month to go through performance of those campaigns and come up with new ways to continually improve them.

It means a lot that LotLinx sees me as a true business partner, instead of a dollar sign. I don't have to worry about the possibility of missing an opportunity or not catching an error with a campaign that could lose me money - I know Zach has my back.

With LotLinx AI-driven solutions, we've seen tremendous results.

This past September, LotLinx increased our speed of inventory turn by more than 80%. Additionally, we sold 31 vehicles to LotLinx shoppers for a marketing cost of less than \$70 per unit. Moving these cars faster, and lowering our marketing cost, we were able

to increase our store net over \$21,000 in September.

Any owner or GM can appreciate how great it is to actually have a partner that offers full transparency, so we know where our dollars are being spent, and what that's getting us in return. I can't think of another vendor I work with that gives me clear ROI metrics like this.

The best part? Knowing that I can rely on consistent ROI metrics from every month that I work with them.

When other dealers ask me what our secret is, I don't hesitate one bit - it's LotLinx. The numbers prove it.

We're now going at full speed on the road to dominating our local market, and we're glad to have a partner like LotLinx to support us on our way to first place.

To read the full LotLinx Classic Honda case study, visit lotlinx.com/classic today. [CBT](#)

