

# KEATING AUTOMOTIVE GROUP IS DRIVING HIGH-QUALITY CHAT CONVERSIONS TO THEIR INVENTORY BY INTEGRATING LOTLINX/AI/™ WITH GUBAGOO.



## SCOTT WIDEMAN

MARKETING DIRECTOR  
KEATING AUTOMOTIVE GROUP

The family-owned dealership serves as one of Texas' most premier dealerships, with over 18 locations offering a wide variety of brands. Collectively, the Group generates more than \$1 billion in revenue and sells more than 25,000 cars each year.

**Keating Automotive Group** has been optimizing the mobile experience and driving VDP chat conversions by integrating LotLinx AMP with Gubagoo ChatSmart.

Campaigns powered by **LotLinx VIN-specific /AI/** deliver low-funnel shoppers to Scott's VDPs. Gubagoo then accelerates the customer purchase journey by **converting shoppers into buyers** with its advanced live chat, text, and video solutions.

LEARN MORE BY [REQUESTING YOUR FREE DEMO TODAY.](#)

\$4,680.62

TOTAL MONTHLY  
INVESTMENT



121

VINS  
TARGETED



119

VINS  
ENGAGED



54

VINS SOLD



64%

RATE OF HARD  
CONVERSION



45%

SELL RATE



98%

ENGAGEMENT  
RATE



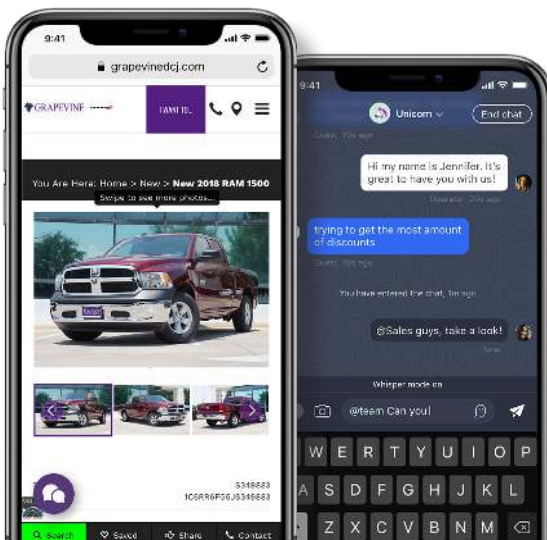
\$86.86

COST PER  
SOLD VIN



12

AVG VDP  
VIEWS / VIN



"The integration between the two companies seemed to be a **perfect combination** of products for my group. It created fluidity between my two services and vendors."

– SCOTT

*\*Based on one month of LotLinx data for Grapevine Dodge Chrysler Jeep.*