



IFROG DIGITAL MARKETING IS DRIVING UNPARALLELED SUCCESS FOR THEIR DEALERS AND WINNING WITH LOTLINX/AI/™.

ANOTHER LOTLINX /AI/ SUCCESS STORY



BRENT DURHAM

CHIEF OPERATING OFFICER
iFROG DIGITAL MARKETING

Since 2013, iFrog has been analyzing dealerships' digital footprints and assisting them with digital marketing efforts including SEO, paid search, content writing, and more.

iFrog Digital Marketing has partnered with LotLinX to help their dealer customers develop marketing strategies that use data analysis and advanced targeting to move inventory and meet mutual business goals.

Since 2015, iFrog has implemented LotLinX technology in more than 20 stores, delivering thousands of interested vehicle buyers and smarter digital spending to their dealer customers.

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

\$2,109.05

AVG MONTHLY INVESTMENT



79

AVG VINS TARGETED



22

AVG VINS SOLD



28%

AVG SELL RATE



14

AVG COMPLETION OF HARD CONVERSIONS



\$3.24

AVG COST PER VDP VIEW

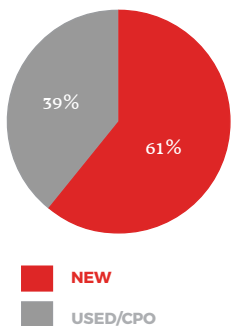


17

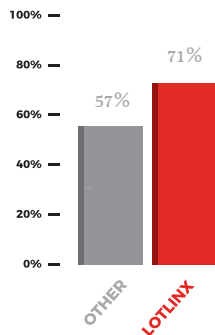
AVG VDP VIEWS / SOLD VIN



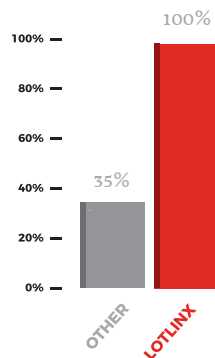
VDP VIEWS BY INVENTORY TYPE



AVG % NEW VISITS



AVG % VDP DELIVERY



"Our partnership with LotLinX allows us to use their VIN-specific /AI/ to complement our own digital initiatives by targeting priority vehicles with high-quality shoppers"

— BRENT DURHAM

*Data depicts the average of one month of LotLinX-specific data for all iFrog dealerships



Request your free demo today! **1-800-625-5469** or go to www.lotlinx.com