



CASE STUDY: REUNION MARKETING IS EMPOWERING DEALERS TO ACHIEVE SALES OBJECTIVES WITH STRATEGIES POWERED BY /LOTLINX/®



ANDREW KOCHA
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CHIEF EXECUTIVE OFFICER

Reunion Marketing has been partnering with LotLinx to help dealers make strategic inventory marketing decisions based on data since 2016.

Automotive digital strategy experts at Reunion Marketing successfully achieve their clients' core vehicle sales objectives by leveraging LotLinx /AI/® technology.

Dave and Andrew provide dealerships across the country with efficiency through transparent marketing efforts that deliver highly engaged, in-market consumers to dealer inventory at a low cost per result.

To learn more about LotLinx, browse our case study library at lotlinx.com/results

86%

LOWER AVG AD COST PER SOLD VIN
(VS NADA 2018 AVG: \$624)

38%

AVG SELL RATE

25

AVG COMPLETION OF HARD CONVERSIONS*

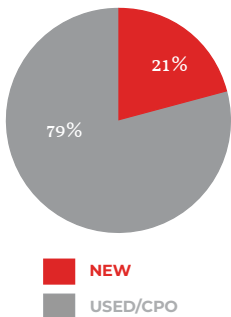
\$2.95

AVG COST PER VDP VIEW

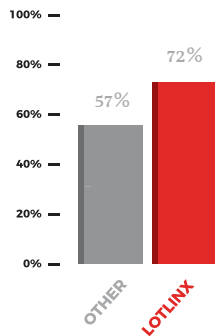
17

AVG VDP VIEWS / SOLD VIN

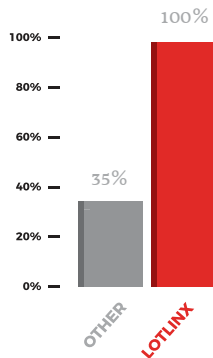
CAMPAIGN BREAKDOWN BY INVENTORY TYPE



AVG % SESSIONS ENGAGING WITH INVENTORY



AVG % TRAFFIC TO VEHICLE PAGES



***Data depicts the average of one month of LotLinx-specific data for all Reunion Marketing dealerships*

"Our partnership with LotLinx allows us to be completely transparent with our dealer clients. They provide us with technology and tools that allow our team to analyze a client's inventory VIN by VIN to determine their ideal strategy for success."

– DAVE SPANNHAKE

Request your free inventory strategy session today!

1-800-625-5469 or go to **www.lotlinx.com**

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**Hard conversions reference all meaningful actions being reported on the website such as click to call, click to chat, form activity, and viewing incentives and coupons. **Data claims refer to a sample of Reunion Marketing LotLinx campaign results. Individual results may vary. Please contact hello@lotlinx.com with questions.*