

**Achieve your inventory objectives with an /AI/ powered strategy to match buyer-demand to the specific VINs you need to move.**

Campaigns powered by LotLinX /AI/™ analyze billions of data points to find the best purchase-ready shoppers and deliver them directly to target inventory.

Can your digital media solutions...		/LOTLINX/®	OTHER DIGITAL
<b>VOLUME</b>	Achieve your Dealership/OEM-specific sales objectives and hit your stair-step or financial goals	✓	✗
<b>INCENTIVES</b>	Move units that help you earn more by maximizing incentive and dealer cash earnings	✓	✗
<b>AT-RISK</b>	Target under-engaged or high market days supply VINs that are in danger of becoming stale on your lot	✓	✗
<b>AGED - NEW</b>	Gain share with high days supply, excess inventory, concentrated model lines, or volume units	✓	✗
<b>AGED - USED</b>	Accelerate units to maintain higher margins BEFORE lowering price	✓	✗
<b>OFF-BRAND</b>	Drive demand for used vehicles that customers don't expect to find on your lot	✓	✗



**SMARTER WINS.**

Request a demo to learn more about the LotLinX approach to inventory management and discover real-time insights about your lot that you can launch strategies against today.

Need more info? Call **1-800-625-LINX (5469)** or visit [lotlinx.com/smarter](https://lotlinx.com/smarter)



**Joey Gabarda**  
Owner

“LotLinX helps me make sure I don't keep a car in my inventory longer than 60 days. After 45 days we find an exit strategy, and after day 60, it's out of here.”



**Terra Zahn**  
Director of Digital Operations

“We tried LotLinX first in one of our stores, and with the great success we saw, we easily made the decision to implement it across the board”



**Mike Meyer**  
Digital Marketing Director

“We isolated 10 cars and put LotLinX on them. Four days later, two of those old cars had moved. The only thing different we did was elevate them with LotLinX.”



# Join The 3,500+ Dealers and Agencies Who Are Already Running On - and Recommending - LotLinx.

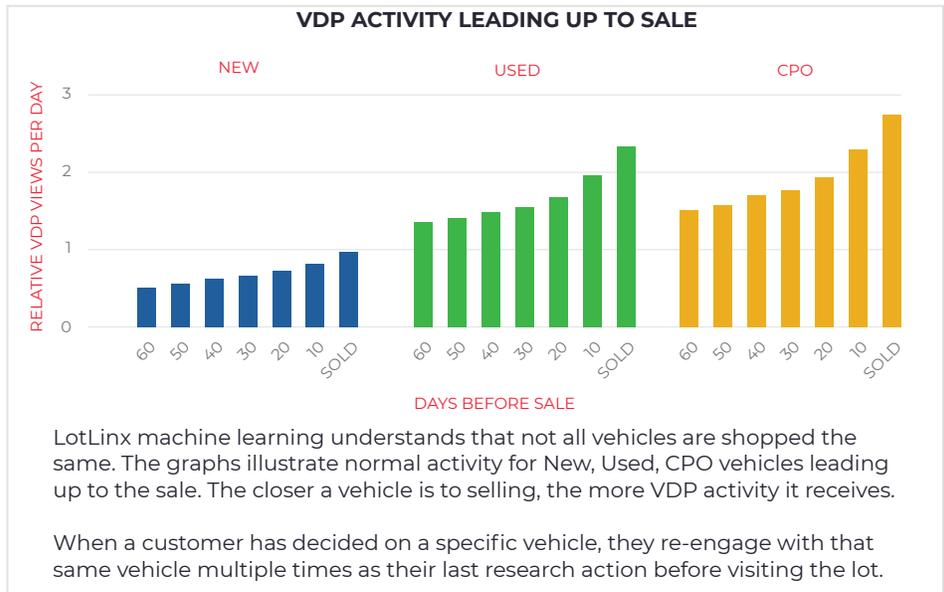
## Still need convincing? Consider a few key facts.

### WHY DOES DELIVERING DIRECTLY TO INVENTORY PAGES MATTER?

Vehicles move faster when they receive the right attention. Our data studies have found that VDP activity spikes in the days leading up to a sale.

### ADDITIONALLY, HOW DOES THIS HELP YOU OUTPERFORM THE MARKET?

In order to beat your local market predictions for the number of days it will take a car to sell, you need to ensure that your vehicles are not under-promoted and activity is properly paced in order for the vehicle to move on time.



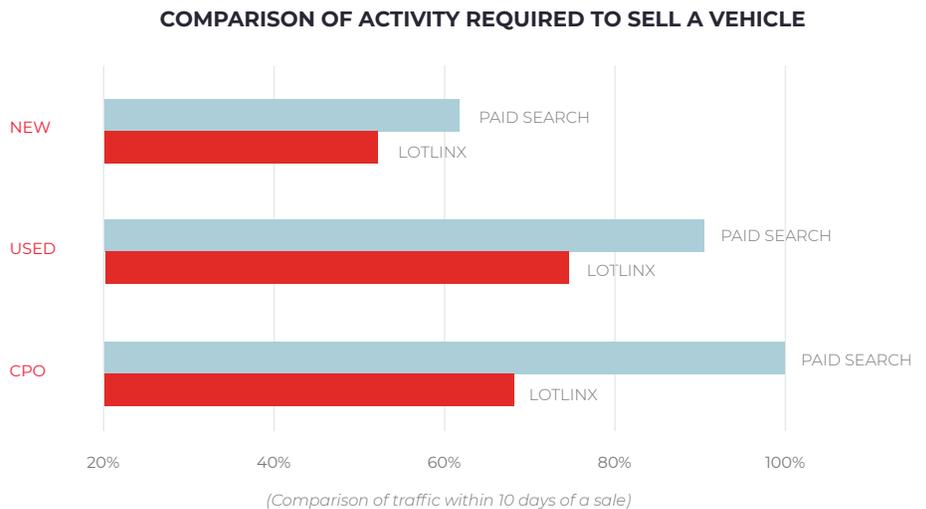
LotLinx machine learning understands that not all vehicles are shopped the same. The graphs illustrate normal activity for New, Used, CPO vehicles leading up to the sale. The closer a vehicle is to selling, the more VDP activity it receives.

When a customer has decided on a specific vehicle, they re-engage with that same vehicle multiple times as their last research action before visiting the lot.

### WHY IS LOT LINX MORE EFFICIENT THAN OTHER DIGITAL MEDIA SOURCES?

LotLinx patented technology seeks the most eligible in-market shopper that is looking for your exact vehicle. When cars receive quality and engaged shoppers, they generally require less activity per sale.

The graph on the right demonstrates the difference in investment required between laser-focused, efficient targeting vs. indiscriminate advertising:



LotLinx is approved by the following OEMs for co-operative advertising programs that reimburse up to 100% of a dealer's spend.

To learn more, please visit [www.lotlinx.com/coop](http://www.lotlinx.com/coop) or email [coop@lotlinx.com](mailto:coop@lotlinx.com).



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