



SMART MOTORS TOYOTA IS DOUBLING MONTHLY INVENTORY TURNOVER AND SELLING SMARTER WITH LOTLINX.

ANOTHER LOTLINX SUCCESS STORY



TONY THORSTAD

ECOMMERCE SPECIALIST
SMART MOTORS TOYOTA

Family owned and operated for 110 years, Smart Motors Toyota is Wisconsin's largest Toyota dealership and the only Wisconsin dealership to win the President's Cabinet Award from Toyota.

Smart Motors Toyota has been optimizing its inventory strategy with /AI/ powered campaigns that match buyer demand to prioritized vehicles.

By focusing on aging or used inventory first, Tony strategically allocates budget between primary and secondary sales objectives, clearing out digitally-merchandised inventory up to 2x every month.

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

\$1,197.05

TOTAL MONTHLY INVESTMENT



60

VEHICLES TARGETED



55

VEHICLES ENGAGED



36

VEHICLES SOLD



60%

SELL RATE



\$33.13

COST PER SOLD VEHICLE

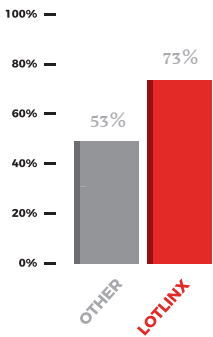


9

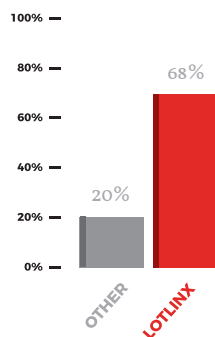
AVG VDP VIEWS / VIN



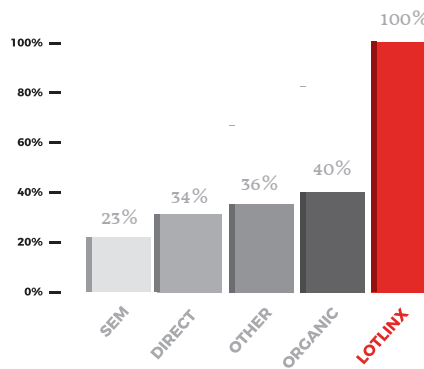
% NEWLY ACQUIRED TRAFFIC



% SESSIONS ENGAGING WITH INVENTORY



% TRAFFIC TO VEHICLE PAGES



"My inventory strategy with LotLinX is simple. I tell my strategist which vehicles I want to focus on and within a couple of days they are flying off of my lot."

- TONY

*Data depicts one month of LotLinX-specific data for Smart Motors Toyota



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