

FLORIDA FINE CARS HAS ENDED ITS SEARCH FOR EFFECTIVE SEM MANAGEMENT BY EMBRACING THE POWER OF SEM /AI/®.

THE INDUSTRY'S FIRST SEM /AI/ SUCCESS STORY



Jamie Suid
Marketing Director

Florida Fine Cars has been selling cars smarter with LotLinx for nearly five years, giving Jamie the confidence to be one of the first to beta test SEM /AI/.

As a premier dealer managing over 1,500 units per month, **Florida Fine Cars** is well versed in the complexity of vehicle search marketing at the Tier III level of automotive retail.

They've spent years exploring SEM solutions for their stores. While third parties delivered underwhelming results compared to cost, manual management was unable to keep up with live inventory. As a longtime LotLinx customer, Jamie readily embraced our AI-powered SEM solution, which turned out to be the perfect match for his needs.

His journey is a leading example of the time and cost efficiencies dealers stand to gain from SEM /AI/.

JAMIE'S CAMPAIGN MANAGEMENT BY TYPE

MANAGEMENT STYLE	OPTIMIZATION ACTIONS	AVERAGE CPC	BOUNCE RATE	COST PER VDP VIEW
MANUAL	365	\$3.80	48.4%	\$16.90
NON-AI SEM AUTOMATION	53,229	\$4.46	41.1%	\$6.51
SEM /AI/	20,977	\$1.72	5.3%	\$1.69



"We've been taking advantage of SEM /AI/ for just over a year now. There is still nothing like it. No solution out there delivers VIN specific SEM Marketing at scale like LotLinx. **10/10 would buy again**"

– Jamie Suid

*Data depicts one month of LotLinx-specific data for Florida Fine Cars



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

POWERED BY LOTLINX

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