

ONTARIO VOLKSWAGEN LEVERAGES LOTLINX /AI/ CAMPAIGNS TO COMBAT PANDEMIC HARDSHIPS



CASE STUDY

Throughout the economic uncertainty of the COVID-19 pandemic, Ontario Volkswagen remained optimistic.

Pausing all advertising efforts except for LotLinX /AI/-powered campaigns, Director of Business Development Randy Halcomb **optimized his inventory strategy by sending hyper-targeted, net-new shoppers directly to their toughest VDPs.**

Trusting the self-adjusting, /AI/-powered campaigns gave Randy more time to focus on his COVID-related services like online check-out and free home delivery. After one month, Randy was able to attribute **54% of his sold VINs' VDP views to LotLinX.**



Ontario Volkswagen

Family owned and operated since 1966, Ontario Volkswagen serves as an automotive leader in the Southern California market. Superior sales and service has earned Ontario VW the prestigious Volkswagen Customer First Club Award for four consecutive years and California's 2018 Dealer Rater Volkswagen Dealer of the Year.

33%

AVG SELL RATE

23

VINS SOLD

69%

NEW TRAFFIC DELIVERED

36

AVG LX MANAGED DAYS PER SOLD VIN

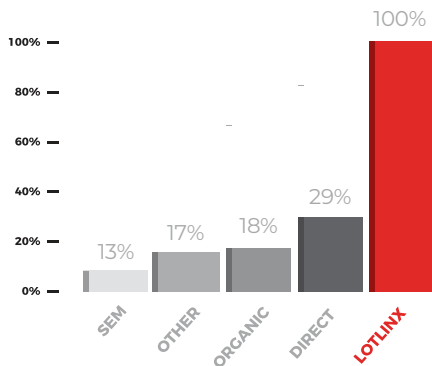
\$1.64

COST PER VDP VIEW

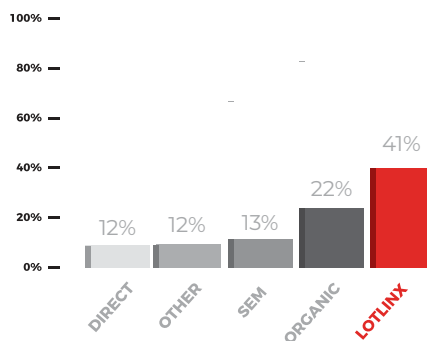
\$231.06

COST PER SOLD VIN

DELIVERY TO VEHICLE PAGES



% SESSIONS WITH VDP VIEWS BY TRAFFIC SOURCE



*Data depicts one month of LotLinX-specific data for Ontario Volkswagen

"After the first 60 days with LotLinX, I went and looked at my sold VINs and thought, 'Was it LotLinX? Was it luck?' **But dollar for dollar, LotLinX gave me a better return on my money than any of my other vendors did.**"

- RANDY HALCOMB

TO BROWSE MORE LOTLINX CASE STUDIES, VISIT [LOTLINX.COM/RESULTS](https://lotlinx.com/results)