

DENNIS EAKIN KIA TRUSTS /AI/ CAMPAIGNS TO MOVE PRE-OWNED AGING INVENTORY



CASE STUDY

In the military town of Killeen, Texas, Dennis Eakin Kia sets themselves apart from the competitive pre-owned business with the help of LotLinX /AI/ campaigns. When General Manager Kimberley Eakin struggled to see attribution from other third-party vendors, she turned to **LotLinX's data-driven, transparent reporting to draw a clear line of success for her increased inventory turn.**

Kimberley works with her LotLinX strategist to build /AI/-powered campaigns, concentrating heavily on both new and used aging inventory. LotLinX allows her to **optimize her inventory strategy and ensure those VINs are being served strictly to in-market customers.**

After just one month*, Kimberley was able to attribute 81% of new website traffic sessions to LotLinX.



Dennis Eakin Kia

Offering a lineup of new and pre-owned high-quality vehicles, service & parts, and outstanding financing options, Dennis Eakin Kia is a preferred dealer serving Killeen area buyers.

53%

AVG SELL RATE

135

VINS TARGETED

72

VINS SOLD

93%

ENGAGEMENT RATE

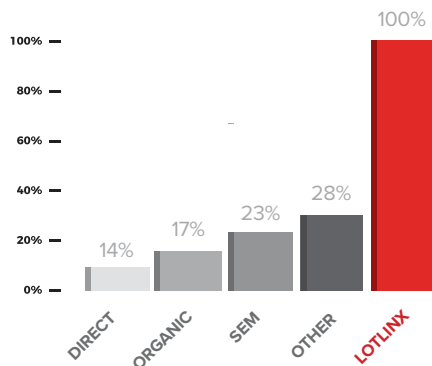
\$2.13

COST PER VDP VIEW

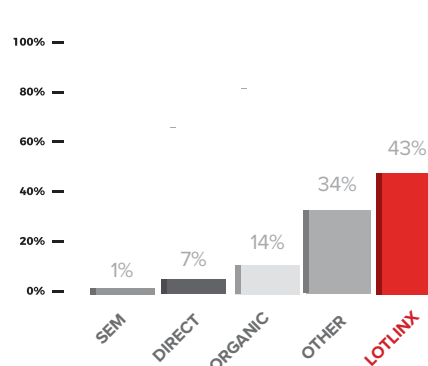
\$78.11

COST PER SOLD VIN

DELIVERY TO VEHICLE PAGES



% SESSIONS WITH VDP VIEWS BY TRAFFIC SOURCE



*Data depicts one month of LotLinX-specific data for Dennis Eakin Kia

“We were spending a lot of money with vendors who were saying, ‘trust us’ without anything to support their claims.

LotLinX gives me confidence in knowing that my VINs are actually being served to customers who are in-market, and they can prove it.”

- KIMBERLEY EAKIN

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