

RAY CATENA HARNESSES THE POWER OF /AI/ AND DOMINATES THE MOBILE VIDEO MARKET WITH VINTV



CASE STUDY

Digital site visits skyrocketed during the COVID-19 pandemic, and the need to advertise online became essential. General Manager Dan Liguori began seeking out solutions to **efficiently promote his inventory while protecting his bottom line.**

Dan turned to VINTv's targeting capabilities to **unlock the vast audience of mobile consumers and deliver valuable shopping sessions** to the VINs he needed to move most.

As inventory levels reached an unprecedented low, Dan was able to attribute a **35% YoY increase** to his /AI/-powered VINTv campaigns.



Ray Catena Mercedes-Benz of Union

As the Northeast's largest family owned and operated Mercedes-Benz dealership, Ray Catena Mercedes-Benz of Union offers a large selection of both new and certified pre-owned vehicles.

54%

AVG SELL RATE

234

VINS TARGETED

126

VINS SOLD

1.6M

TOTAL IMPRESSIONS

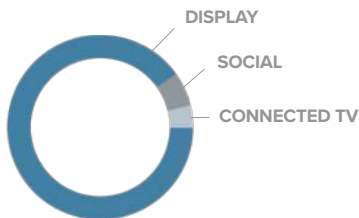
8K

ARRIVALS (VIEW + CLICK THRU)

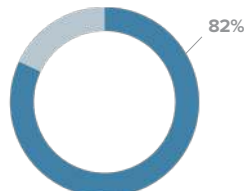
\$1.44

COST PER CLICK

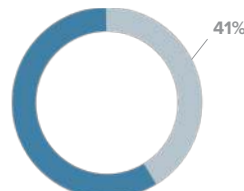
VINTV DELIVERY



WIN RATE*



50% COMPLETION RATE



100% COMPLETION RATE

*VINTv compares channels to find the most optimal distribution strategy for each VIN.

“The VINTv platform oversees every step of the ad creation to get those videos up and running, which I just don’t have the time or means to do.

I’d like to think I’m the smartest guy in the room, but I leave it up to the machine to build my campaigns for me.”

- DAN LIGUORI

TO START MARKETING VIN-SPECIFIC VIDEO ADS TODAY, VISIT [VINTV.COM](https://www.vintv.com)

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*Data claims refer to Ray Catena Mercedes-Benz of Union LotLinX campaign results. Individual results may vary. Please contact hello@lotlinx.com with questions.