

MILE HIGH HONDA EXPANDS INVENTORY EXPOSURE WITH /AI/-POWERED VIDEO CAMPAIGNS



CASE STUDY

Well versed in the complexities of a fluctuating market, General Manager George Black understands the **importance of advertising must-sell inventory** in times of uncertainty, such as the COVID-19 pandemic.

Having previously utilized the LotLinX product suite for his digital campaigns, George readily embraced **LotLinX's /AI/-powered, cost-effective video advertising platform, VINtv.**

Preparing for an influx of 2021 models, George worked closely alongside his account strategist to run a model-specific VINtv campaign for his 2020 Honda Pilots that **delivered over 245K impressions and 93K video completions in just 30 days.**



Mile High Honda

Serving as a premier dealership in Denver, Colorado for over 30 years, Mile High Honda offers an experience unlike any other to customers looking to purchase, finance, or service a New or Pre-Owned Honda.

38%

AVG SELL RATE

72

VINS TARGETED

27

VINS SOLD

245K

TOTAL IMPRESSIONS

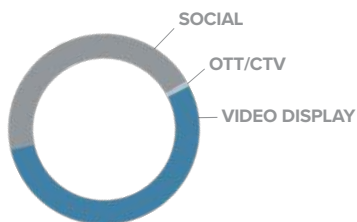
1,306

ARRIVALS (VIEW + CLICK THRU)

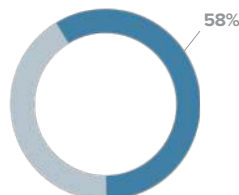
\$3.37

COST PER CLICK

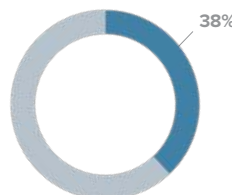
VINTV DELIVERY



WIN RATE*



50% COMPLETION RATE



100% COMPLETION RATE

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

“With VINtv, I am able to have more accountability of what’s happening on my lot.

I’m able to get a better view of my ROI to see which VINs are actually being targeted and what percentage of my marketing spend was directly related to a sale.”

- GEORGE BLACK

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

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*Data claims refer to Mile High Honda LotLinX campaign results. Individual results may vary. Please contact hello@lotlinx.com with questions.