

# Get more from Facebook, and spend less.



## **Facebook gives dealers an advantage over other digital media.**

Custom audiences, huge reach, and inexpensive traffic are just a few of the benefits of buying media on Facebook. The complexity of display media and AdWords' lack of transparency are driving more dealers to move their spending to the world's most popular social media platform.

## **Inexpensive traffic may not be such a good deal, after all.**

Even with all of its benefits, it's important to understand Facebook's front- and back-end costs. Inexpensive site traffic has advantages. But what does that traffic really do for your sales goals?

If your Facebook traffic isn't ending up on your VDP pages, that spending isn't working as hard as it could.

## **Introducing LotLinX Deeplinking™ for Facebook.**

At LotLinX, our mission is to build marketing technology that gives you an edge, while saving you time, money, and hassle. LotLinX Deeplinking™ for Facebook does all of that, and more.

The LotLinX platform matches individual cars in your inventory with individual Facebook users who are in market for them. We call it VIN-specific advertising, and it makes Facebook media so much more powerful.

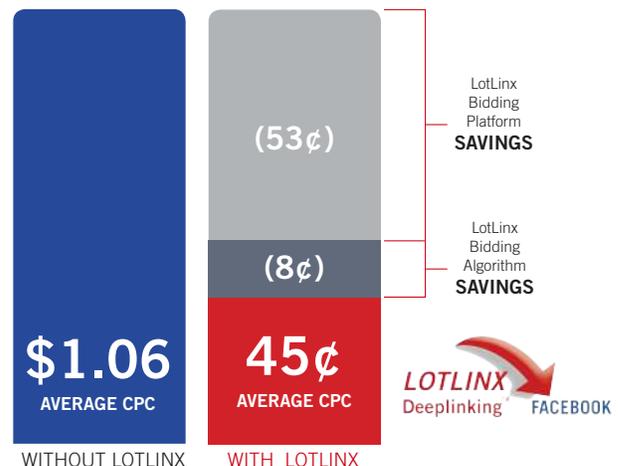
## **Unlock Facebook's potential with VIN-specific strategies**

LotLinX Deeplinking for Facebook is a powerful way to reach large, in-market audiences and give a quick boost to the cars that you've determined need more views. Rather than spending money on basic traffic and hoping it converts, LotLinX sends the best Facebook visitors to the vehicles you selected.

>>Here's how we do it.

### **1. Bidding that actually saves you money**

LotLinX built a proprietary bidding platform for Facebook that saves dealers - on average - 53 cents per click. Dealers only pay when a shopper takes action (not when the ad is presented).



Source: Dealer survey reported an average estimated cost per click on recent Facebook campaign of \$1.06. LotLinX average CPC is approximately \$0.45.

Our proprietary algorithms save you even more by adjusting for pacing, time of day, and other factors. As a result, all your bids are optimized, saving another 8 cents per click.

Add it up, and you're saving as much as 61 cents per effective click when you take advantage of LotLinX Deeplinking™ for Facebook.

### **2. Targeting that's truly precise**

Facebook uses Polk data to offer audiences that are considered to be in-market. And that's helpful. But, LotLinX takes targeting to a level of precision a typical dealer simply can't reach on their own.

We use proprietary data from the LotLinX Automotive Network (LAN), designed to capture user-declared shopping intention, and map it to Facebook customers. Then, we model visitor data from your web site. The result is a targeted merchandising plan for each selected vehicle.

### 3. Ad serving that's anything but vague

When the data indicate a Facebook user is a serious shopper, and is looking for a car on your lot, the LotLinx platform serves a customized ad featuring the exact make, model, and year they're looking for, right from your inventory.

Ad serving this precise can have a huge impact on conversions. And it's something you simply couldn't do on your own with any degree of accuracy - even if you had the time.

### 4. Deeplinking that connects qualified buyers directly to your VDPs

When a purchase-ready shopper clicks on a VIN-specific ad, they're not shifted to a lead form or third-party site. They're connected directly to that car's VDP on your website. They'll see the car they're looking for, along with all of the details they need to take action, right away.

LotLinx Deeplinking for Facebook is the single most effective way to improve Facebook performance. And that means more accurate, active VDP views, increased conversions, and lower costs per click.

1

## Custom audiences

DATA from  
Partner  
& Dealer sites

DATA from  
Polk from  
Facebook

*We combine data from the LotLinx Automotive Network with data from your own dealership website and Polk data. The result is truly customized audiences of ready-to-buy shoppers.*

2

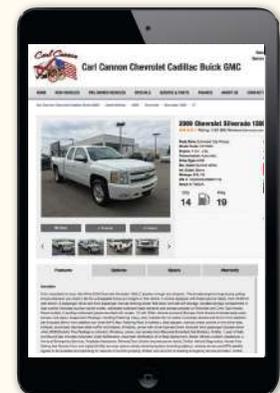
## VIN-based ad creation



*We generate VIN-specific Facebook ads for placement in-page, in news feeds, and on Instagram. Then, we serve them when we detect a Vintender™ - a qualified shopper nearing a purchase decision.*

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## Deeplink to your VDPs



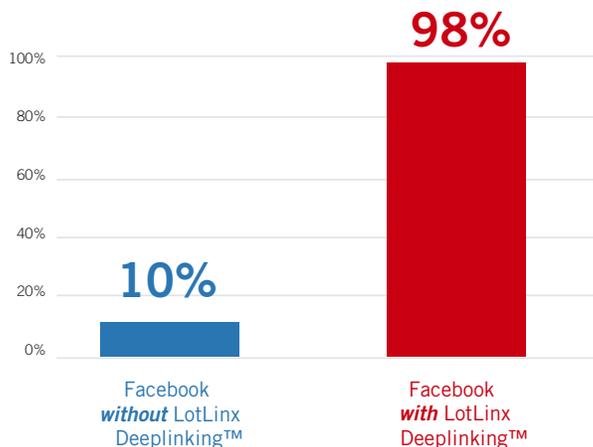
*When a shopper clicks on your VIN-specific ad, they're sent straight to that VIN's VDP.*

THE RESULTS AREN'T JUST BIGGER.  
THEY'RE **10<sub>x</sub>** BIGGER.

*Partnering with the expert can boost your results while saving you money.*

LotLinx customers are definitely seeing the benefits. In April of 2016, we compared the performance of dealers using LotLinx Deeplinking for Facebook to that of dealers doing it themselves, or through a digital agency. The results were impressive.

Dealers using LotLinx Deeplinking for Facebook saw a VDP goal completion rate of 98%.



Dealers driving Facebook traffic on their own or through agencies saw a VDP goal completion rate of just **9.8%.**

Dealers using LotLinx Deeplinking for Facebook saw a VDP goal completion rate of **98%.**

### Per-VIN pricing designed for a burst of high quality VDP views.

Our pricing structure is simple and straightforward, designed to boost traffic quickly and easily for the cars that need it most. You choose the vehicles to merchandise on Facebook, and decide how much to spend on each one. \$10, \$15, \$20 per car? It's that simple. (The LotLinx fee is always just \$3.99 per VIN, no matter the budget level.)

Dealers using LotLinx Deeplinking for Facebook are seeing great results. Here are just a few of the strategies they're using:

Dealer Brand	Honda	Toyota	Ford
Strategy	Used Only	Select Models	61+DoL, Low VDPs
# Vehicles	85	324	70
Total Spend	\$1,200	\$2,000	\$995
Clicks	1,781	7,074	1,884
VDP Views	1,980	3,476	910
Cost Per VDP View	\$0.61	\$0.57	\$1.09
Cars Sold	20	27	53

***The right Facebook strategy can make all the difference.***

Lotlinx for Facebook is a great way to get an infusion of qualified shoppers to selected vehicles quickly and easily, for a defined budget. And, you can adjust your Facebook spend over the life of the inventory on your lot. Which means you get the traffic you need, when you need it, without high out-of-pocket costs or expensive

***Your inventory. Your Facebook Strategies.***

Some vehicles just need a jumpstart to help them turn on time. Other vehicles have just been on the lot too long. Whatever the reason, LotLinX Deeplinking for Facebook can help drive the VDP views those cars need to get moving.

To drive traffic over the life cycle of selected vehicles on your lot, you can schedule your Facebook campaign activity at pre-set intervals, with specific actions at each milestone.

By using LotLinX Deeplinking for Facebook to control the spend per vehicle, dealers can manage advertising overhead more effectively than they could on their own. Which means spending goes to the vehicles that need it, and traffic is delivered where and when you decide.

With LotLinX Deeplinking for Facebook, dealers can now add the reach and audiences of Facebook to the targeting and VIN-specific merchandising benefits of the LotLinX platform.

That's a powerful combination. And that's truly power to the dealer.



**Day 1**

Set a budget of \$15 to draw the traffic to VDPs

**Day 10**

Reassess movement. Add another \$15.

**Day 30**

Keep the momentum going for the remaining cars, add \$20.

**Day 45+**

Close-out time? Price drop? Added incentives? To make sure those VINs move, add a final \$20.

**Why wait? Give us a call today.**

We're ready to tell you more about how simple it is to power up your Facebook results with VIN-specific strategies.

**1-800-625-LINX (5469)**

**lotlinx.com/contact**

