



DEALER TESTED, AND CO-OP APPROVED.

▶ Visit us online to learn more at
LOTLINX.COM/COOP/FCA



The vehicles they've been searching for. The results you want.

With LotLinX, digital marketing can finally live up to its potential for dealers. Rather than simply selling you an audience, our approach starts with your inventory, and builds a unique merchandising plan for each vehicle. VIN-specific campaigns target the vehicles that will make the biggest impact on your bottom line - such as high days supply, high days on lot or incentivized. Then, we match those vehicles with shoppers in your area who are looking for them, right now. And, because we charge a simple cost-per-unique-shopper fee, you pay for performance, not promises.

100% ELIGIBLE FOR PAP AND BONUS PAP FUNDS
for use on New/CPO inventory



Track and build campaigns for every car on your lot.

The VIN View Optimizer® gives you a holistic view of the traffic to your VDPs. So, you can identify the vehicles on your lot that need help to move on time and save hundreds of dollars per vehicle in the process.

Don't just measure ROI. Control it.

It's simple. When dealers use LotLinX to merchandise their inventory, they attract real shoppers to their VDPs. Those shoppers finish their data gathering, and arrive on the lot ready to buy. That means faster turn rates. Lower holding costs. And larger profits.

The Industry's #1

Automotive /AI/

LotLinX offers straightforward pricing, the industry's #1 automotive /AI/, and partnerships with some of the internet's largest media providers.

GET STARTED WITH LOTLINX, USING YOUR CO-OP FUNDS, TODAY!
Learn more at www.lotlinx.com/co-op or call **1-800-625-LINX (5469)**