



The Industry's #1  
**Automotive /AI/™**

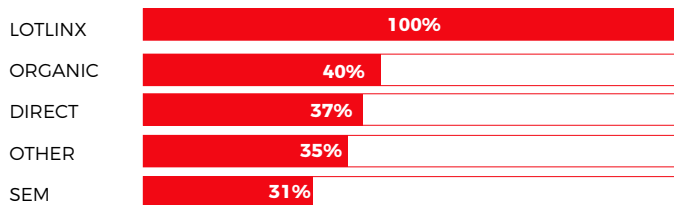
**LOTLINX**®

## WIN WITH THE MACHINES.

LotLinX is the industry's #1 Automotive Artificial Intelligence, designed to help dealers dominate their market and grow vehicle gross profit with strategies that sell more cars faster.

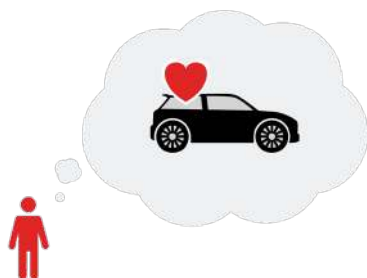
**With LotLinX-Vehicle Specific™ digital campaigns, /AI/™ delivers 2.5x higher engaged traffic to your inventory - for up to 91% less cost per VDP view than other paid traffic sources.\***

**VDP REACH** \*Data is a one-month sample of all LotLinX customers.



**MONTHLY SPEND**      **NEW VISITS**      **VDP ENGAGEMENT**

LOTLINX	OTHER PAID	LOTLINX	OTHER PAID	LOTLINX	OTHER PAID
\$2,148.99	\$10,281.82	69%	56%	52%	21%



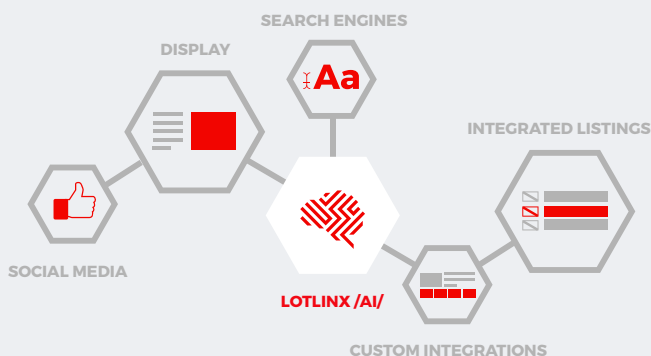
LotLinX /AI/ identifies in-market buyer opportunities by monitoring online user behavior and scoring purchase intent for a specific vehicle.

**Buyers show purchase intent with certain actions, such as:**

- Searching by year, make, model, trim, color and zip code.
- Viewing the same vehicle information multiple times.

With LotLinX, your inventory's reach is **unrestricted by channel** and your campaigns are self-driving.

Take back your time and freedom with LotLinX /AI/ and focus on what you do best, moving metal and serving happy customers.



## TRUST WITH RESULTS.

Thousands of dealers and agencies are already running on LotLinX /AI/ and winning with the machines.

Visit [lotlinx.com/results](http://lotlinx.com/results) to browse our library of case studies.



























**Request your free demo today! 1-800-625-5469 or go to [www.lotlinx.com](http://www.lotlinx.com)**

# MACHINE LEARNING DELIVERS RESULTS FOR EVERY BRAND.

LotLinx /AI/ eliminates waste, expands margins, and improves marketing efficiency while driving greater sales volume, month over month.

To learn more about how you can win with the machines, too, visit [lotlinx.com](http://lotlinx.com).

Data is a one-month sample of all LotLinx customers, not including OEM-level campaigns.

 - Approved for Co-op	<b>COST PER VIN SOLD</b> Spend per VIN/Sell Rate	<b>SELL RATE</b> Targeted VINs sold in 30 days	<b>MONTHLY SHOPPERS</b> /AI/ Identified Market Demand
<b>Average</b>	<b>\$78.17</b>	<b>35%</b>	<b>17,678,345</b>
 ACURA	\$61.16	36%	880,312
 Audi	\$50.97	42%	447,596
 BMW	\$54.13	40%	501,774
 BUICK	\$71.75	35%	1,399,838
 Cadillac	\$75.03	35%	747,202
 CHEVROLET	\$83.26	35%	2,159,185
 CHRYSLER	\$77.59	31%	2,397,414
 DODGE	\$77.13	31%	2,404,675
 Ford	\$71.99	34%	1,785,582
<b>HONDA</b>	\$57.04	40%	1,743,124
 HYUNDAI	\$84.67	31%	1,113,910
<b>INFINITI</b>	\$66.82	37%	192,303
 JAGUAR	\$53.83	39%	243,951
 Jeep	\$75.54	32%	2,447,208
 KIA	\$69.41	33%	1,197,942
 LAND ROVER	\$52.67	39%	274,623
 LEXUS EXPERIENCE AMAZING	\$59.14	43%	326,563
<b>LINCOLN</b>	\$64.48	35%	509,601
 mazda	\$81.40	34%	792,382
Mercedes-Benz	\$51.76	41%	366,770
 MINI	\$75.79	36%	137,650
	\$96.73	33%	610,068
 NISSAN	\$63.03	36%	1,630,571
	\$69.59	37%	644,518
	\$60.83	38%	2,039,687
	\$57.37	37%	901,120
	\$103.64	32%	121,983

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