



How a Midwestern Dealer with Too Much Inventory Cleared Out the Glut by Using VIN-Specific Advertising to Sell More Cars & Hold ROI

A Case Study with Solutions for Dealership Management

The Current Situation in the Automotive Market.

The automotive industry has always ebbed and flowed, but currently finds itself entering uncharted territory. With flattened sales through the first half of this year, dealers are doing everything they can to turn over inventory. As new vehicle sales are expected to remain stagnant for the foreseeable future. Dealers have move both new and used inventory off their lots faster.

The Dealer Problem: How to deal with an Inventory Glut

The Dealership, AutoCenters, St Louis: At the start, management did not have a great deal of Internet training and so it quickly realized that they needed to boost the dealership's online reach. The St. Louis market, at the time, was behind the times digitally. The paid search ads were very generic, very bland. One could tell that the ads were templated. All the displays you saw were super pixelated, or they just went to a homepage. There was no Instagram. Nothing.

The Need for Analytics and Metrics to Measure ROI:

There is little margin for error in this competitive environment, and key decision makers must focus on ensuring every dollar is spent wisely, and return is tracked properly. Now more than ever, automotive marketers must master the skill of using advanced analytics and metrics to drive ROI and boost sales.

Needing Vendor Transparency & Data Tracking:

AutoCenters management realized they were wasting money on third-party companies that weren't being transparent. This caused a rethink of the entire marketing budget to a certain degree. The dealership could not track its data, and didn't know if the what they trying to do actually worked. Further, they just had to rely on the good graces of this pre-packaged data third-party providers got from their own databases.



The Solution to and for Dealer Inventory Management:

By now the AutoCenters Group had taken a tech-forward approach by spending the majority of its marketing budget on digital. Through its partnership with LotLinx, AutoCenters was able to gain a much more robust and transparent view of its marketing spend. The technology helped revolutionize the way they built campaigns from the outset, boosting productivity and ultimately spending less on advertising.

What AutoCenters Dealer Management appreciated:

Lotlinx gave the dealer team valuable digital insight into their customers, particularly by making great use of social media. Facebook allowed them to create targeted ads for specific cars that allowed people to click straight through to the ads on their website. Cars had been on the lot for 45 days had seen only three VDP views the entire time. A Facebook blast was run, the vehicle had 10 VDP views, and within four days, it sold.

To help automotive dealers deal with the current inventory glut, [Lotlinx](#) has developed a suite of tools designed to boost inventory turn, using VIN-specific digital strategies. Millions of low-funnel car shoppers each month were reached by empowering dealers to target in-market online shoppers and convert them to specific VDPs.

The Results that were a Must:

The ability to identify and target prospective buyers in the digital space is necessary for a dealership to remain competitive in their market, and relying on pre-existing practices that take a “one size fits all” approach to promoting inventory is no longer a viable option for a successful business. Today’s forward-thinking dealer must leverage advanced analytics and big data to target buyers that are specifically interested in their inventory.



A Dealership Has Got to have ROI:

The necessity to prove and measure ROI in the digital space is a vital issue that can define a dealership's success., thinks about a lot. What started as a couple of small, pre-owned lots AutoCenters has morphed into a fully realized enterprise that touches all points of the region. Today, AutoCenters Group has three stores in communities across the St. Louis area. and a flagship Nissan store just over the Mississippi River in Wood River, IL.

The Turn Numbers Tell Results:

For AutoCenters, marketing technology was able to help boost its vehicle turn by 132% and an overall savings of over 42K in holding costs. In addition, the technology helped deliver over 2,000 new site visitors and enabled him to sell an additional 51 vehicles in one month to viewers on LotLinx pages.

Travis Scheaffer, Ecommerce Director for St. Louis' [AutoCenters Dealer Group](#), still talks about this success:

“Our approach is to give consumers all the information they need up front in a laid-back environment that provides a car buying experience like no other. “We’re very hands-on, very progressive, always wanting to learn and not scared to try something if it makes sense.”

In the end, the AutoCenter Management Team realized that it was all about the accountability that the LotLinx accounting gave the dealership--an unparalleled level of transparency into where marketing dollars were being spent.

The Takeaways for Dealer Management:

At this critical juncture, the automotive industry should be widely adopting technology that enables dealers to build smart campaigns, specific to their business needs. Here’s one dealer from America’s heartland that has begun to integrate analytics and intelligent retargeting into day-to-day operations.

How to Connect with AutoCenters Dealerships [\(636\) 946-4222](#)
And to find out more about LotLinx & its technology, [\(800\) 625-5469](#)

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