

**Execute VIN-specific strategies to increase turn, reduce risk, eliminate waste, and improve margins with Lotlinx.**

## Control Your Dealership at the VIN-Level

Leverage AI and machine learning to monitor inventory, identify challenged units, and implement targeted actions at the VIN-level.

## Increase Website Traffic

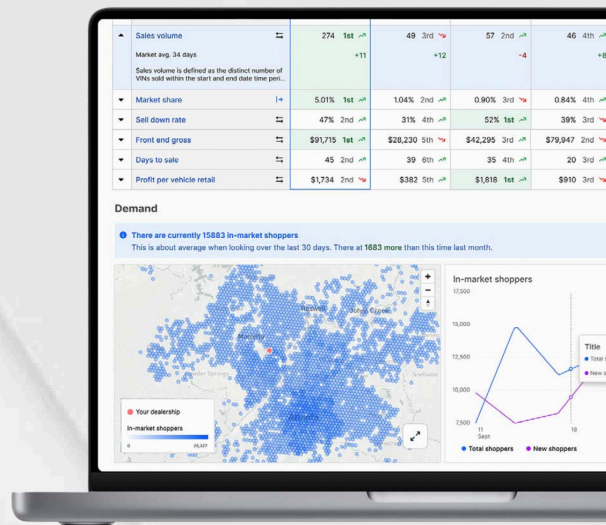
Lotlinx VIN-specific digital campaigns deliver low-funnel in-market buyers directly to Vehicle Detail Pages (VDPs) on a dealer's website.

## Better Data, Better Performance

Focus marketing budget on at-risk units with the goal of reducing days on lot, lowering holding costs, and eliminating waste.

## Target Challenged Units Directly

Allocate marketing budget toward units most in need of support based on DOL, website traffic, and other variables. Shoppers will be delivered across all supported units rather than driving all campaign traffic to just a few VDPs.



## Lotlinx Data

- **5 Million**  
Unique VINs Tracked Daily
- **27,500**  
Dealer Websites Crawled Daily
- **100 Million**  
Tracked Shopper Actions
- **160**  
Publisher Integrations
- **163**  
Data Variables per VIN

### Lotlinx and INFINITI have partnered to offer these campaign options.

Recurring monthly campaigns, with a recommended 90-day minimum commitment.

Lotlinx campaigns operate dynamically so that as one VIN sells, the next best qualified unit is activated, maintaining the baseline Active VIN target.

Active VINs	Cost/VIN	Monthly Campaign Cost
16	\$125	\$2,000
24	\$125	\$3,000
32	\$125	\$4,000