

Inventory Marketing Comparative Study

Two Solutions Head-to-Head

LotLinx

LotLinx is a VIN Management Platform that enables precision automotive retailing via AI technologies designed to improve dealership profitability.



CarClicks

CarClicks is a VIN-level inventory marketing solution that leverages proprietary algorithms to determine which auto shoppers are most likely ready to buy. These algorithms are enhanced with machine learning and big data analytics to deliver targeted results.



CASE STUDY

Study Goals and Parameters

Primary Objective

The dealer identified **increasing traffic** of active, local auto shoppers to their website as a key component of their comprehensive digital marketing strategy.

Equal Investment

Both solutions were allocated the **exact same advertising budget** over a four-month testing period to ensure fair comparison.

Campaign Focus

Advertisements were designed to drive qualified traffic to the dealership website by promoting **in-stock inventory** across their respective advertising networks.

Success Criteria

The ultimate goal was to determine which product, **CarClicks or LotLinx**, delivered superior performance and return on advertising investment.

Six Key Performance Metrics

For this comparative case study, the dealership elected to evaluate performance across six critical metrics that directly impact their bottom line. All data was tracked through the dealership's own **Google Analytics** account to ensure transparency and accuracy.



Session Count

Total number of visits to the website from each platform



New Sessions

First-time visitors discovering the dealership through each solution



VDP Count

Vehicle Detail Page views indicating serious purchase intent



Session Duration

Average time visitors spent engaging with the website content



Pages Per Visit

Number of pages viewed per session, showing engagement depth

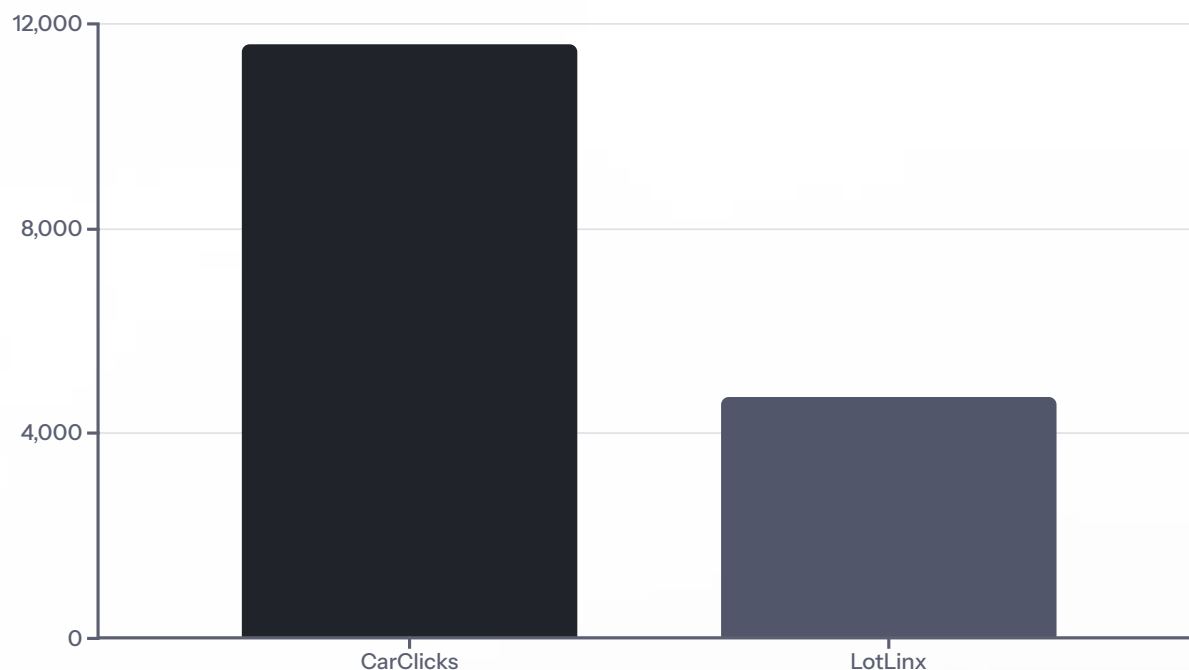


Bounce Rate

Percentage of single-page visits without further interaction

RESULTS

Auto Shopping Visits to Website



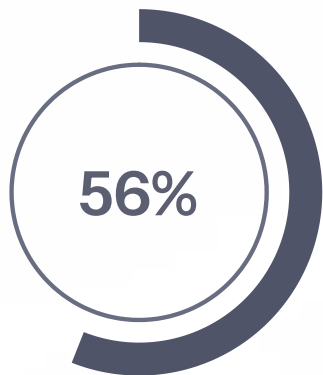
147%

Better Results

CarClicks dramatically outperformed the competition

CarClicks delivered 11,608 qualified visits to the dealership website, establishing itself as one of the top traffic sources during the test period. This represents a substantial advantage in driving active auto shoppers to view inventory.

New Visitor Acquisition



CarClicks New Visitor Rate



LotLinx New Visitor Rate

6,552 vs 3,754 New Sessions

CarClicks produced 75% better results in attracting never-before-seen shoppers to the dealership website. This impressive acquisition of 6,552 new visitors represents potential customers who had not previously engaged with the dealership's digital presence.

New visitor acquisition is critical for expanding market reach and building awareness among qualified automotive shoppers actively searching for vehicles in the local market.



RESULTS

Vehicle Detail Page Performance

18,432

CarClicks VDP Views

Highest engagement metric across all measurements

4,767

LotLinx VDP Views

Significant gap in customer purchase intent

287% Better

Vehicle Detail Pages (VDPs) represent the highest indicator of purchase intent in automotive digital marketing. When shoppers view VDPs, they're actively researching specific vehicles they're considering buying.

CarClicks generated 287% better results using the identical advertising budget, delivering 18,432 VDP views compared to LotLinx's 4,767. This dramatic difference demonstrates CarClicks' superior ability to drive qualified, high-intent traffic that actively engages with in-stock inventory.



RESULTS

Engagement Quality Metrics

Average Session Duration

2:34

CarClicks Average Time

Deep engagement with
inventory and dealership
content

1:16

LotLinx Average Time

Less than half the engagement
duration

103% Better Performance

CarClicks visitors spent more than twice as long on the dealership website, indicating significantly higher engagement quality and genuine purchase interest.

Session duration is a critical quality metric that reveals how engaged visitors are with your content. Longer sessions typically correlate with serious buyers who are thoroughly researching their options.

Pages Per Visit Analysis



1

Landing Page

Initial visitor entry point

2

Browse Inventory

Exploring available vehicles

3

VDP Views

Reviewing specific vehicles

4

Additional Pages

Financing, contact, services

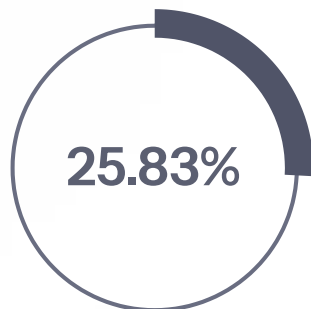


123% Better Engagement

CarClicks visitors viewed an average of 2.74 pages per session compared to LotLinx's 1.23 pages. This substantial difference indicates that CarClicks drives visitors who are more invested in exploring the dealership's offerings.

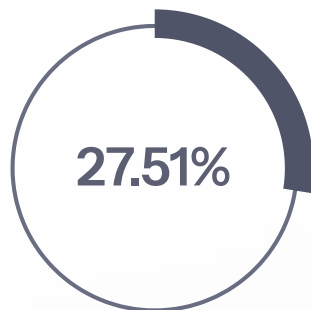
Higher pages-per-visit metrics strongly correlate with serious buyers who are conducting thorough research before making purchase decisions.

Bounce Rate Comparison



CarClicks Bounce Rate

Strong visitor retention



LotLinx Bounce Rate

Slightly higher exit rate

6% Better Performance

CarClicks achieved a 6% lower bounce rate, though both platforms demonstrated strong visitor retention with bounce rates under 28%.

- **Key Insight:** While the bounce rate difference was modest compared to other metrics, neither solution produced significant traffic bounce. This indicates both platforms successfully target relevant audiences, though CarClicks maintains a slight edge in visitor relevance.



147%

CarClicks Overall Performance Advantage

Across all measured metrics, CarClicks consistently delivered superior performance, with an average improvement of 147% compared to LotLinx when using identical budgets and testing conditions.

The Verdict

CarClicks dominated in every critical category: traffic volume, new visitor acquisition, purchase intent indicators, engagement quality, and cost efficiency. This comprehensive advantage demonstrates CarClicks' superior technology and targeting capabilities.

Complete Performance Comparison



1

Session Count

+147% more total visits
11,608 vs 4,702 sessions

2

New Sessions

+75% more first-time visitors
6,552 vs 3,754 new users

3

VDP Count

+287% more purchase intent
18,432 vs 4,767 detail views

4

Session Duration

+103% longer engagement
2:34 vs 1:16 average time

5

Pages Per Visit

+123% deeper exploration
2.74 vs 1.23 pages viewed

6

Bounce Rate

-6% better retention
25.83% vs 27.51% exits

Testing conducted with the same dealer, same time period, and identical advertising budget to ensure accurate comparison.

\$0.71

Cost Per VDP