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LotLinx vs. AdCue: Comparing Dealership Advertising Tools

By Adam Tobias

Do you ever get the feeling that third party lead providers are only in it for themselves? That instead of helping you get more leads, they steal your customers *and* your money like a bunch of [lead pirates](#)?

If so, you're not alone. Tens of thousands of auto dealers swearing off third party sites and taking lead generation into their own hands. And thanks to new technology, online advertising is easier than ever.

LotLinx and AdCue are programmatic advertising tools that help dealers manage their own advertising. Both target the ideal customer for each vehicle and drive them back to your website. You aren't just paying for clicks; you're paying for real life leads.

But which tool is best for you? In this guide, we'll compare LotLinx and AdCue to help you answer that question.

What is AdCue?

photo

AdCue is a programmatic advertising tool from DealerCue, the creators of [VinCue Market Intelligence](#). It's a relatively new tool on the market, but AdCue is backed by tried-and-tested technology from VinCue and Experian.

AdCue starts by identifying vehicles in your inventory that need a boost. It uses real-time market data from VinCue to see what's selling and what's not in your local area.

Then AdCue identifies which customers in your area are actively searching for your vehicle. It taps into consumer data from Experian, the largest consumer credit bureau in the world.

Finally, AdCue auto-generates digital ads and targets your ideal customer across the internet. When they click on your ad, they are sent directly to your Vehicle Display Page (VDP).

What is LotLinx?

LotLinx is a programmatic ad tool that helps dealers optimize advertising across the internet.

Instead of paying for listings on third party sites, dealers can use LotLinx to run VIN-level advertising campaigns, targeting customers in their area who have expressed interest in that type of vehicle. When they click on an ad, LotLinx sends that customer directly to your VPD. There's no intermediary or third-party site to steal your lead.

LotLinx vs. AdCue: Which Tools is Right for You?

So you've decided to try a programmatic ad tool at your dealership. You're well on your way to claiming freedom from third party sites.

[GIF: Braveheart "FREEDOM!"

<https://media.giphy.com/media/6901DbEbbm4o0/giphy.gif>]

But which tool is right for you? Let's break it down by looking at:

- Technology
- Integrations
- Cost

Image: Graph

- Inventory tech
 - AdCue - Inventory and Real-time market data
 - LotLinx - Inventory data only
- Customer intent
 - AdCue - Experian and search data
 - LotLinx - Search data only
- Ad Tech
 - AdCue - Generates full ads
 - LotLinx - Optimizes images only
- Integrations
 - AdCue - DealerCue Suite
 - LotLinx - Third party inventory and website platforms
- Cost
 - AdCue - Affordable
 - LotLinx - Premium

Technology

For programmatic ad tools like AdCue and LotLinx, there are three parts of the technology equation: Identifying inventory needs, targeting the right customers, and generating ads. AdCue and LotLinx attack these challenges differently, so let's look at each:

Inventory Technology

AdCue

When it comes to [inventory data](#), AdCue integrates natively with RevCue, the inventory management tool from DealerCue. AdCue also uses real-time market data from VinCue to evaluate the local market and identify sales trends.

For example, VinCue knows which vehicles are fast-sellers, in low supply, or sell at high volumes. Fast-selling, low-supply vehicles don't need extra advertising help. But vehicles in high supply—even if they're fast sellers—might need a boost to stand out from the competition.

LotLinx

LotLinx uses a dealership's existing inventory data to determine which vehicles need a boost of advertising. They look at how often a VDP has been viewed to determine which vehicles need a boost from advertising.

Unfortunately, LotLinx's approach doesn't account for market factors like supply and average turn rate. There might be a correlation between VDP views and sales, but it's far from the only factor that matters.

Customer Intent Technology

AdCue

As for customer intent, AdCue pulls in consumer data from Experian, the world's largest consumer credit bureau. With Experian data, AdCue can identify customers who are in the market for your vehicle. It looks at information like their car-buying history, buyer profile (e.g., high net worth, first-time car buyer, domestic buyer, etc.), and their Internet search history.

With this data, AdCue paints a detailed picture of not only a customer's *interest*, but their *buying intent*.

LotLinx

LotLinx, on the other hand, relies on only customer search history to target customers. The problem is that search history doesn't tell the whole picture. Sure, a customer might search for a new Mercedes E-Class, but can they actually afford it? Are they ready to buy today?

Search history only signals a customer's interest, not their intent or ability to purchase. This results in a lot of leads who are just browsing and not ready to buy.

Ad Creation Technology

AdCue

AdCue automatically generates ads by pulling in the vehicle photos, details, and eye-catching superlatives (e.g., "Hot seller!" if the vehicle has a high turnover rate). The dealer doesn't have to create anything – just a few clicks and ads are up and running.

LotLinx

LotLinx has a tool that helps dealers improve their photos, but dealers still have to make the ads themselves.

Integrations

As part of the DealerCue suite, AdCue integrates natively with tools like [VinCue](#), [BidCue](#) (for auction and wholesale), and [RevCue](#) (Inventory management and websites). Dealers can appraise a vehicle, buy it at auction, add it to their website, and start running ads from a single dashboard. They can even run ads from the moment the car is purchased!

LotLinx integrates with other website hosting tools and inventory management systems. LotLinx pulls in data from these tools, but they still don't work together in a single dashboard. Dealers still have to log in and out of multiple tools to do things like buy inventory and appraise vehicles.

Cost

DealerCue is known for creating powerful tools that are affordable for dealerships of all sizes. Typically, DealerCue tools are just a fraction of the cost of their competitors. That includes AdCue. In one case study, AdCue increased a new client's lead conversion rate by 66% while also lowering their per-unit ad costs.

Plus, AdCue has no management fees, so dealers only pay for the customers that actually visit their website.

As one of the first advertising tools in the auto industry, LotLinx has the name recognition to charge a premium for their services. They assess a fee per unique lead on top of the cost of the ad, which adds up quickly if leads aren't converting like you want.

Learn More About AdCue

AdCue might be a new product on the market, but it's back by years of experience and world-class technology.

Using data from VinCue, AdCue looks at your entire market to determine which vehicles to boost. Then AdCue identifies true buyer *intent* with consumer data from Experian. The result is higher quality leads hitting your VDPs.

As a leader in the industry, LotLinx is backed by powerful technology, but their premium price leaves a lot to be desired. LotLinx only uses superficial inventory data and customer search history, which can lead to a lot of false-positives. Regardless, you're stuck paying for the leads that reach your site, even if they aren't ready to buy.

If you're ready to break free from third party lead sites, try AdCue. Learn more by watching the video below and [setting up a free demo](#).

<https://www.youtube.com/watch?v=f3pJUiEgPjg> [Embedded]