

# Selling Aged EV Inventory Case Study (Display and Video Strategies)

## > EXECUTIVE SUMMARY

Using LinkOne's advanced capabilities, we successfully tackled a significant inventory challenge for a dealership struggling to sell KIA EV9 vehicles. By leveraging dynamic display and Connected TV (CTV) advertising, coupled with a strategic focus on inventory targeting, we achieved remarkable results. Over a focused campaign period, the dealership sold over 12 EV9s that had previously been on the lot for over 90 days, demonstrating the power of our technology-driven approach.

## > BACKGROUND

A leading automotive dealership faced a significant challenge: over 30 EV9 vehicles in their inventory had remained unsold for more than 90 days. These aging vehicles represented a costly bottleneck for the dealer, necessitating a tailored solution to move this inventory while minimizing marketing waste.

## > CHALLENGE

Selling aging inventory is one of the most persistent challenges for auto dealerships. The EV9s were particularly difficult to sell due to this dealer's location and electric vehicle market saturation, also in the wake of backlash from recent news highlighting poor EV performance in cold weather. The dealership needed a campaign that could not only target the right audience but also directly highlight their inventory through high-impact advertising formats.

## > SOLUTION

Using LinkOne we crafted a focused, data-driven strategy. Key elements of the solution included:



### Dynamic Display Ads and CTV Integration:

Using LinkOne's technology, we created dynamic ads that directly showcased the dealership's in-stock EV9 inventory. These ads featured real-time updates and VIN-specific targeting, allowing potential customers to see vehicles available for immediate purchase.



### Audience Targeting:

- Used first-party data from former EV buyers, and retargeted users who had previously interacted with EV inventory.
- Leveraged third-party EV audiences to reach consumers most likely interested in electric vehicles.
- Targeted individuals who had recently viewed the dealership's EV vehicle pages, focusing on users already showing interest.



### Detailed Reporting and Attribution:

LinkOne's reporting capabilities verified ad exposure and its influence on vehicle sales. By tracking audience interactions and attributing purchases to ad impressions, we provided concrete evidence of campaign success.

## RESULTS

Over the course of the campaign 90 day campaigns, we delivered significant results:

### Inventory Sold:

More than 12 EV9s were sold during the campaign, successfully reducing the dealership's aging electric inventory

### Increased Efficiency:

The focused targeting strategy ensured that advertising spend was directed toward high-value audiences, maximizing ROI.

### True Lift in Sales:

Reporting demonstrated a clear correlation between ad exposure and sales, verifying that customers who purchased EV9s had interacted with the ads during the campaign.

## CONCLUSION

This case study highlights the effectiveness of LinkOne in addressing one of the most pressing challenges faced by dealerships: moving aging inventory. By combining advanced targeting, dynamic advertising formats, and actionable insights, we not only solved the dealership's immediate problem but also showcased the value of leveraging data to achieve strategic marketing goals.

Our work reinforces LinkOne's role as a critical tool for automotive dealerships looking to optimize their inventory and reach the right audiences with precision. This success story is a testament to the innovative strategies and technology-driven solutions we bring to our clients in the automotive sector.