

# Driving Dealer Performance with LinkOne Data

**25%**  
Increase in  
Monthly Leads

**35%**  
Vehicle Sales Attribution

**7x**  
Sales Visibility  
Improvement

## > EXECUTIVE SUMMARY

In just nine months, a dealership using LinkOne's integrations has achieved a 25% increase in monthly leads and a measurable 35% verification rate of vehicles sold influenced by advertising — a 7x improvement in visibility into what drives actual car sales. By connecting first-party CRM and DMS data directly into their media buying and optimization process, these dealers are now turning marketing data into measurable sales growth.

## > BACKGROUND

Dealerships often struggle to connect their advertising spend with real car sales. Data is trapped across multiple systems — CRMs, DMS tools, ad platforms — making it difficult to see which impressions or campaigns actually led to vehicles sold.

Without their systems connected and working together, this dealership was missing out on an opportunity to gain the insights from their advertising efforts that could optimize their audience targeting and media placements, improve their performance reporting and ultimately drive better budget efficiency.

## > CHALLENGE

Before the LinkOne integration, this dealership had:

- Limited visibility into which ads were influencing vehicle buyers.
- Delays waiting for national or third-party aggregated data.
- Inefficient media spend caused by broad targeting and lack of conversion insights.

This made it difficult to optimize toward true performance metrics like **cost per verified sale** or **impressions per car sold**.

## > SOLUTION

By implementing LinkOne's **first-party data integration** and **media optimization engine**, the dealership gained:



### Direct CRM/DMS Integrations:

Securely ingesting daily sales and lead data for real-time campaign performance tracking.



### Audience Creation and Activation:

Building dynamic audiences from verified customer and prospect data to reach in-market shoppers across programmatic, social, and search channels.



### Attribution Visibility:

Matching sold VINs to the actual buying customer and then to the attributed ad impressions using privacy-safe UID2 identifiers, enabling verified, closed-loop reporting.



### Automated Optimization:

Feeding sales insights back into media strategies to improve targeting efficiency and reduce waste.

## > RESULTS

### > 25% Increase in Monthly Leads:

Higher-quality traffic driven by data-driven targeting.

### > 35% of Vehicles Sold Linked to Ads:

Verified attribution proving ad exposure contributed directly to purchase behavior.

### > 7x Improvement in Sales Visibility:

This Dealership now understands which tactics, creatives, and channels move inventory.

### > Smarter Media Investment:

Reduced wasted impressions and improved ROI across programmatic and paid social channels.

## > CONCLUSION

With LinkOne, this dealership has transformed its advertising strategy from "spend and hope" to "the smartest campaigns" driven by their own performance and sales data. By unifying CRM, DMS, and media insights, they can now:

- Identify which ads, ad sequences/patterns, and audiences drive real cars sales.
- Optimize campaigns daily, not monthly.
- Confidently prove ROI across every channel.

**LinkOne turns dealership data into actionable intelligence —  
connecting advertising dollars to keys in hands.**