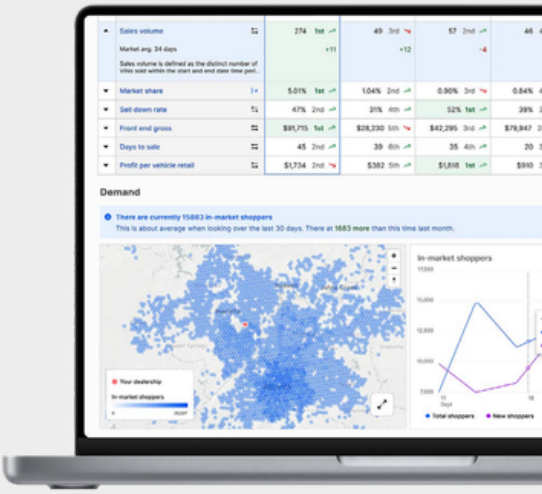
Lotlinx NISSAN

Execute VIN-specific strategies to control risk, reduce waste, increase turn and improve margins.

Leverage real-time market data and machine learning technology to precisely target active shoppers through digital campaigns.



Lotlinx Select (New, Used, CPO) - Core Product

Lotlinx technology monitors inventory to identify challenged units and implement targeted corrective action at the VIN-level. Omnichannel strategies deliver highly engaged shoppers directly to dealer VDPs to increase turn and boost margins. Use Lotlinx Select to target at-risk Inventory, aged inventory, model launch or incentivized units.

Minimum Monthly Investment: 30 units/$3,600. Minimum cost per VIN: $120/VIN.

Sentinel (New, Used, CPO) - Premium Upgrade

A premium program allowing dealers to support full model lines or segments, targeting a larger portion of a dealer's inventory. Recurring, always on strategies result in an increased shopper volume compared to Lotlinx Select.

$4,250/month ($3,000 minimum media + $1,250 platform fee) for new cars. Additional $475/month platform fee for CPO/used cars.

VIN Manager

The industry's only AI-powered Inventory Data Platform (IDP) gives dealers a comprehensive view of the critical factors impacting their business, including inventory management, customer data, and media consumption.

$399/month fee for access to a custom dashboard. Requires CRM and DMS integration.

VINBoost

Give a short-term, two-week boost to a targeted set of VINs to accelerate visibility and demand during key moments like special events, weekend promotions, or holiday sales. This focused approach helps drive immediate engagement and sales performance when timing matters most.

Standalone add-on product (Lotlinx Select required).

Contact your Nissan regional support team to enroll or for additional details →

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