

AUTOMOTIVE CASE STUDY

93% of all Lucit automotive campaigns are currently still active.



"Lucit has been awesome! Has been great hearing back from folks seeing themselves with their new ride on the billboard. Loving the on-demand customization, zero complaints thus far! Absolutely love the app, glad we got working on this!"

- NATE ASKEW, BDC & INTERNET MANAGER
AT RM STOUT FORD

How did we arrive at 93% satisfaction?

1 Lucit automotive campaigns **automatically** generated, on average, **126 creatives per month**.

2 Lucit automotive campaigns **saved** operator teams, on average, **19 labor hours per month**.

3 **Data connectivity** fees for Lucit automotive campaigns have historically been **completely free** to the dealer.



 LUCIT

