Reveal what you're missing.
Revive what you lost.

Two paths. One goal: uncover more opportunities to sell.

Your dealership's website and CRM are full of signals—but too often, valuable shopper activity goes unidentified or gets left behind. Reveal and Revive turn those missed signals into actionable opportunities, helping your team understand who is in market, connect activity to outcomes, and re-engage shoppers at the right moment.

REVEAL

PURCHASE ← FIRST VISIT

See who's behind your website traffic.

Reveal connects anonymous website activity to real shoppers and real sales—giving dealers a clearer view of the value their marketing is actually creating.

Reveal works backward from a vehicle purchase to the shopper's initial website activity, identifying previously anonymous visitors and connecting their journey to sales.

Know more about the shoppers you're already reaching.

01 Verify marketing impact

Connect website activity to actual sales to show whether your marketing is driving real outcomes—not just clicks and traffic.

02 Identify high-intent shoppers

Reveal who's visiting your website and, when possible, enrich their profiles with names, addresses, emails, and phone numbers.

03 Connect traffic to sales

Trace the shopper journey from website visit to purchase to uncover conversions traditional reporting can miss.

FROM ANONYMOUS TRAFFIC TO ATTRIBUTABLE REVENUE.

30% of website visitors targeted for identification today

REVIVE

CLOSED-LOST → BACK IN MARKET

Bring lost leads back into the market.

Revive gives your dealership a second shot at the sale by identifying shoppers who were marked lost—but aren't actually done shopping.

Revive works forward from a closed-lost lead, monitoring for interest through website activity and vehicle engagement. When a shopper comes back into market, Revive helps your team act while the opportunity is alive.

Don't let "lost" mean gone forever.

01 Re-engage automatically

Send personalized emails featuring machine-selected vehicle alternatives based on shopper behavior and preferences.

02 Find shoppers still in market

Identify closed-lost and anonymous shoppers who continue researching and showing signs of purchase intent.

03 Alert your team

Update your CRM and notify your team when a previously lost shopper re-engages.

GIVE EVERY LOST LEAD ANOTHER CHANCE.

20% of closed-lost leads return to the website within 45 days of being nurtured through Revive

Reveal finds them.
Revive brings them back.

Turn hidden shopper signals into opportunities your dealership can act on.

Discover how Lotlinx helps dealers uncover more shoppers, prove marketing impact, and recover missed sales.