

# Drive Sales & Service Revenues

Target Customers with VIN-based Data and Generate Hand-raisers.



## Overview

Activator offers an automated solution that is optimized for the entire customer lifecycle. This creates a predictable, incremental, and long-term solution for your marketing efforts, one that results in less micromanagement and provides measurable outcomes.



# Marketing in a Socially Distanced Environment

Socially distanced, digitally connected – Activator is the solution for marketing today.

While the events of 2021 are still unclear, one thing is certain: Marketing - specifically via channels that prioritize social distancing - must be at the center of how dealerships do business this year to stay in front of current and potential customers.

## What is Social Distance Marketing?

- A smart, safe way for dealers to engage with consumers during a pandemic.
- The ability to leverage digital channels to reach sales and service customers and effectively drive visits and sales.

## Activator Connects You with Customers – At a Distance

Before social distancing was the norm, there was Activator. We designed our solution to keep you engaged with customers through digital channels without sacrificing the human element providing great customer experiences.

We take a multi-channeled approach - lead optimization, automated customer engagement, VIN-based marketing - and use smart technology to find relevant leads that will turn into hand-raisers. From sales to service, we embrace the total customer lifecycle to automate relevant, personalized messages and offers.

” ...following the VIN, whoever thought of that was a genius because it makes a huge, huge difference. It just increases your units and operations like you would not believe.

**Bob Valladao**

# Positively Impact Your Entire Business and Revenue Using a Single Marketing Solution



## Influence the Customer Lifecycle

Create hand-raisers and lifetime values by leveraging **smart data** and **social distance marketing** across multiple channels. Effectively engage with customers and never miss an opportunity.



## Empower Your Data

Activator marries data science with owner verification, email append, and change-of-address data on an ongoing basis. Allowing your dealership to target current owners and send each customer relevant marketing using Activator's **Follow the VIN** technology.



## Consolidate Your Vendors

Consolidate your marketing efforts into a single solution that optimizes and manages your sales and service customer engagement. Our best-in-class single solution uses smart technology and automation to create **higher lifetime valued** customers while saving you time and money.



## Improve, Automate and Optimize Dealership Marketing

Activator creates efficiencies across your dealership by prioritizing leads and optimizing campaigns to give your sales and management team more time to focus on different areas of your business. **Real business models** are the core foundation of Activator's frictionless user experience solution that **automatically** works around the clock.



## Delight Your Customers

Activator's **Performance Managers** take the marketing load off your dealership team. Our dedicated team manages campaign creation and execution to establish repeatable marketing processes to increase your customer engagement. With years of automotive marketing experience, our team will marry their knowledge with Activator's smart technology and reach your dealership's specific and unique goals.

# Activator Puts Your Dealership's Marketing on Autopilot

Whether you're on the sales or service side of the dealership, Activator's multi-channel solution refines leads using smart technology and automation to help you capitalize on timely opportunities.

” I find many different ways to use the program, and it does provide realistic data that not only attracts car buyers, but also is a great management tool for improving some day-to-day operations.

**Ben Ball**

## By the Numbers:



Top dealers create  
**50 hand-raisers**  
and a 20%  
close rate on  
average

**20-40%**  
of DMS records  
are inaccurate  
before implementing  
Activator



**\$411**  
average Lost Soul  
reactivation Customer  
Pay RO



# Benefits at a Glance

- ✓ Consolidated marketing strategy 5-in-1 solution
- ✓ Time your marketing messages across the entire customer lifecycle
- ✓ Create high-quality sales hand-raisers
- ✓ Provide frictionless user and customer experiences
- ✓ Save time, money, and effort through realistic, reliable data
- ✓ Drive incremental sales and service revenues
- ✓ Secure lifetime customers through better relationships
- ✓ Save time through automated marketing services

## By the Numbers:



Top dealers receive  
**26% total vehicle**  
sales attribution  
on average



Top dealers receive  
**50% average**  
monthly service  
revenue attribution  
(Customer Pay ROs)



**\$253**  
average revenue  
for a first  
service visit



# Experience Activator in Action

Put yourself in the driver's seat of automated,  
optimized dealership marketing. Contact us today for  
a **free test drive!**

# ACTIVATOR

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