

ACTIVATOR

Stay Ahead of Inventory Shortages with a Focus on Repairs and Service.





Half of your dealership is Service, why not focus there to increase revenue during uncertain times. Get to know your existing and potential new customers by knowing what service needs and offers resonate best. The more you can learn about your customers and prospects, the better chance you have of presenting them with an offer that's right for them, creating lifetime loyal customers.

Inventory Sourcing: Fuel for Thought

- “Research firm IHS Markit anticipates 672,000 fewer vehicles will be produced in the first quarter of 2021 due to the semiconductor shortage, ...” ([CNBC](#))
- The global automotive repair and maintenance market is expected to grow from \$641.4 billion in 2020 to \$690.07 billion in 2021 at a compound annual growth rate (CAGR) of 7.6%. ([PRNewsWire](#))



What This Means for Your Dealerships:

Marketing plays a heavy influential role when it comes to turning customers into service revenue. Be where they are to improve customer engagement and grow customer loyalty and overall lifetime value. The more you know about your customers, including where they are in the customer lifecycle, the better chance you have of connecting them with the right message at the right time.



The Activator Way to Service Drive Marketing

Data-Driven Marketing Automation

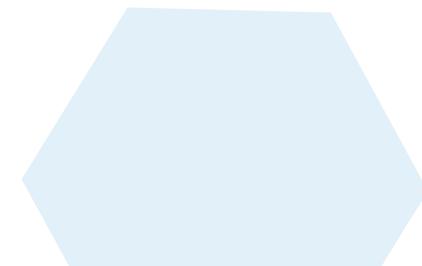
Relevant data and data cleanse provide the foundation for our marketing automation. By following the VIN, pulling in outside data, and conducting continuous data cleanse, Activator spotlights the best customers for marketing across the entire customer lifecycle.





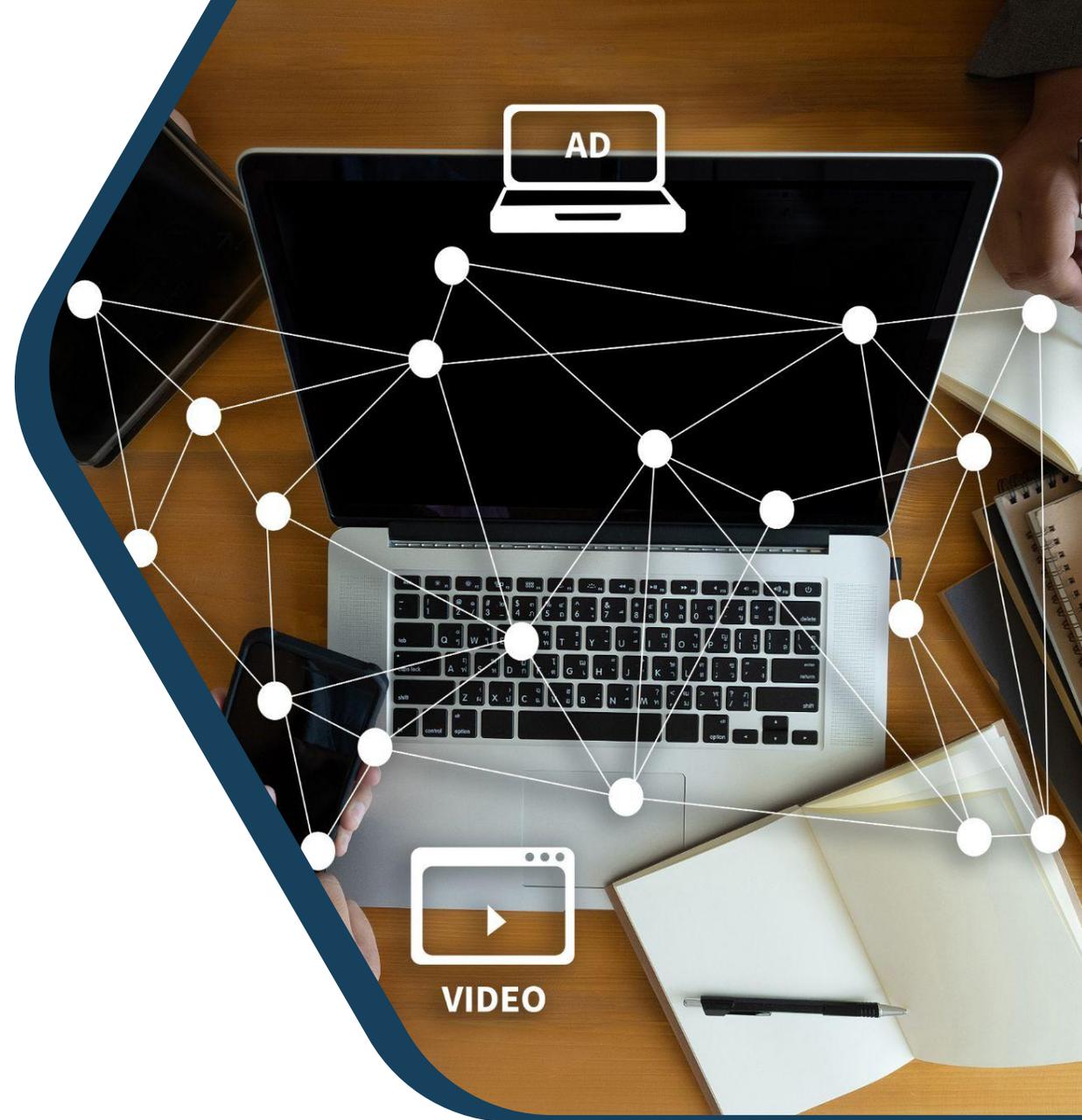
Intelligent Messaging

Artificial intelligence and data science make your data actionable, allowing Activator to segment and target customers with VIN-specific messaging and relevant offers. This process works in the background 24/7 and automatically.



Multichannel Connections

Activator leverages a multi-channel approach to deliver relevant, timely messages where customers find the most value. Consistent touchpoints increase the likelihood that prospects will engage and start or continue servicing with your dealership.





Customized Marketing

Lastly, Activator sends relevant, 1:1 offers that will win customer attention. With the right data, you can build a targeted and customized marketing strategy that speaks to your customers directly at scale.

Activator's Performance Managers build personalized customized campaigns geared towards your loyal customers.

ServiceActivator Service Drive Value

ServiceActivator pursues every opportunity in-market by the VIN, sending the right message to the right customer, increasing your service opportunities that grow your revenue and customer retention. Below are monthly average results from Pollard Jeep of Boulder using ServiceActivator.



\$3,545

Average First
Service Revenue



\$3,150

Average Lost Soul
Revenue



\$29,601

Average Customer
Pay Revenue

ServiceActivator produces **14% more service revenue** for dealerships.

How Activator is Helping Dealers with Inventory Sourcing

“ **Anything that puts my dealership and I in front of more people is a good thing.**

Chuck Atayde | Sales Consultant at Jim Click Hyundai Mazda Auto Mall

“ **...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 | Service Manager of Pollard Jeep of Boulder

“ **I have found 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 | Courtesy Lincoln of Rome





ACTIVATOR

Put Yourself In The Driver's Seat Of Automated, Optimized Service Marketing.

Focusing on your service drive marketing can lead to long lasting incremental gains and customer loyalty. Discover how with a free Activator demo

info@ActivatorDS.com | ActivatorDS.com

   @ActivatorDS

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