

THE ACTIVATOR PRO ADVANTAGE



Demand More From Your Marketing Solution

With fluctuating market conditions, Activator Pro is focused on making your dealership agile with the latest technology and AI to flex around an ever-evolving industry.

ATTRACT, ENGAGE, AND CONVERT CUSTOMERS LIKE A PRO

Take your personalized marketing engagement to the next level with Activator Pro. Activator is the data-driven marketing solution that **finds customers, builds deeper engagement, leverages the latest technology, and promotes dealership efficiency** to increase sales and service drive revenue.

Activator Pro focuses on the dealership's sales and service drive marketing to increase sales, raise service drive profitability, and improve customer experience through enhanced data and customer engagement.

Activator's unique campaign capabilities build deeper engagement and support higher conversion rates of new car buyers and service drive transactions.

Guided by our marketing experts with years of automotive experience and built using the latest technology, Activator's Performance Managers and Marketing Coordinators manage and optimize your marketing efforts.

Stay in touch with your customers long-term to secure future revenue and easily create a steady stream of business over time. Our dealers see an overall **+20% reach, 13% increase in sales volume** and a **14% increase in service drive revenue** year-over-year.



**13% Increase in
sales volume**



**14% Increase in
Service Revenue**



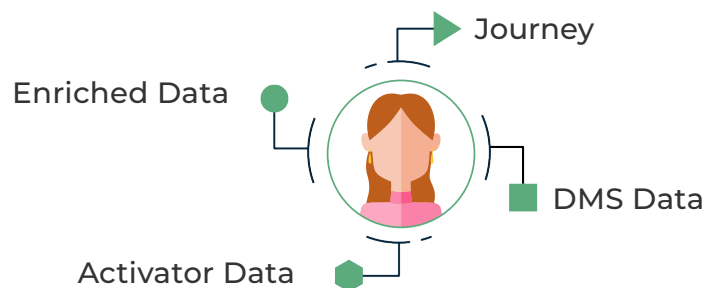
+20% Reach

HOW IT WORKS

Drive Customer Engagement with Powerful Customer Journeys.

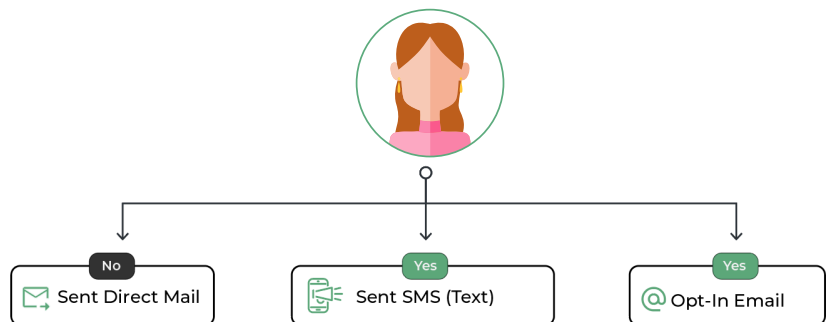
MODERNIZE YOUR DATA STRATEGY

Combining data from multiple touch points — including **DMS, Enriched Data, and Activator Deep Equity and Owner Verification Data** — enables automatic customer categorization and prioritization of your customers and leads.



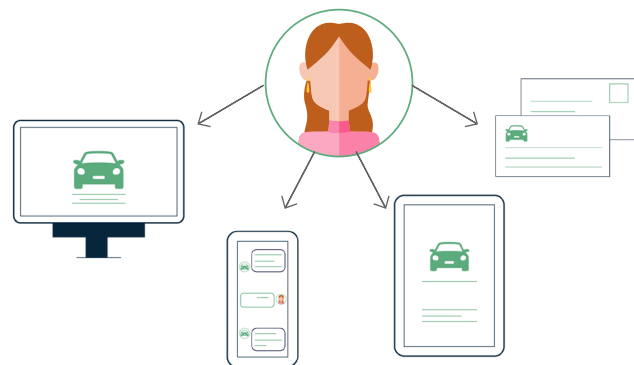
ENGAGE CUSTOMERS WITH LIFECYCLE CAMPAIGNS

Activator Pro's lifecycle campaigns automatically match and send relevant marketing **based on categorized customers and how customers interact with your dealership marketing**, instantly personalizing each customer's journey.



MEET CUSTOMERS WHERE THEY ARE, USING THE LATEST TECHNOLOGY

Activator Pro's Customer Data Platform coupled with **dynamic multichannel marketing** delivers consistent messaging and creates better customer experiences while reaching customers where they are.



MARKET LIKE A PRO WITHOUT THE GUESS WORK

Stay Flexible & Convert Customers Over Time

Activator Pro supports your goals of improving sales - regardless of how things have shifted with inventory and/or staffing. We want to help deliver great experience with the customers who are ready to review an offer or incentive right now, as well as the majority who are either not even considering working with you or don't have a compelling reason to do so yet.

Look for reactions to build trust with customers.

Activator Pro sends first-touch learnings to customers using a combination of communication channels, including email, text, direct mail, and 1-to-1 communications.

Targeted Sales Revenue Journeys:

- Lease
- Pre-Orders
- Buybacks
- Equity
- Sales Conquest

Targeted Service Drive Revenue Journeys:

- Service Conquest
- Retention
- Subsequent Owner
- First Service



Grow with Your New Marketing Team

Activator's Performance Managers and Marketing Coordinators enhance dealership marketing to drive sales and service drive revenue. Each dealership's dedicated team is always there to help you meet your goals, answer your questions, help your dealership improve processes, and set up your marketing automation.

Ready To Let The Pros Do It For You?

Let Activator take the guesswork out and deliver on your marketing needs without breaking your budget. Talk to one of our experts and receive a live 1:1 demo of Activator in action, and visit our website to get started.