

# ACTIVATOR

## Custom Campaigns

### A Tailored Solution for Unique Dealership Marketing Needs

In a world where cookie-cutter and “blast” marketing solutions fall short, Activator introduces an exciting new feature – Custom Campaigns. Dealers now have the power to address their unique marketing needs and goals, steering away from one-size-fits-all approaches that often miss the mark.

### Why Activator Introduced Custom Campaigns

Recognizing the efficacy of one-time email initiatives from the past, Activator takes a significant stride forward by integrating automated multichannel campaigns at scale. Also known as mini-journeys, Custom Campaigns are created and executed with our Journey Builder powered with Salesforce. This strategy introduces multiple touchpoints across email and SMS, driving engagement and handraisers on-demand and based on individual dealer goals. With Activator’s journey marketing, email engagement rates are the highest they’ve ever been with a **40.48% open rate and a 6.64% click rate across all journeys**.

Moreover, Activator’s Custom Campaigns employ journey automation logic, delivering personalized messaging based on their specific interactions, driving engagement and handraisers. This automated solution empowers customers to communicate their readiness to take action directly to the dealership based on their engagement.

### How It Works

With the foundational framework of Activator’s CDP and Data Management Layer, powered with Salesforce, Activator reliably solves for duplicate customer records and malformed and incomplete records, creating comprehensive customer profiles. With Custom Campaigns feeding from high-quality data, the solution facilitates the creation of personalized messaging that further engages with individuals based on their interactions and preferences. In real-time, the data collected during these interactions is channeled back into the CDP, creating a complete picture of the customer’s preferences and ensuring continuous refinement and personalization to marketing outreach.



“Activator is always reaching out to us with ideas, campaigns, marketing that is consistently improving and getting people to the door.”

**John Kessler | Fixed Ops Director  
Colonial Automotive Group**

### What You Get

Dealers receive up to two campaigns per month. Each Custom Campaign includes:

- ✓ Access to a dedicated Dealer Success Consultant to aid in custom audiences based on dealer-specific KPIs, events, and monthly goals.
- ✓ Unique and engaging content and journey libraries that are OEM-compliant across all dealer brands.
- ✓ Two touchpoints within a 30-day period.
- ✓ An initial touchpoint that is sent to a targeted audience via email and SMS.
- ✓ A follow-up touchpoint is sent via email and SMS to those who engaged but have yet to convert with the first touchpoint.
- ✓ OEM co-op reimbursement management included.

# Custom Campaigns

## How It Works

Activator's seasoned Dealer Success Consultants collaborate closely with dealerships to create end-to-end multichannel campaigns. These campaigns are executed with precision according to each dealership's unique goals and needs, whether it's a service-oriented or sales-driven initiative or a special event. Our dedicated Dealer Success Consultants work with each dealership to ensure campaign success.

Custom Campaigns are a dynamic component within Activator that sends personalized messaging and offers with multiple touchpoints via email and SMS (text) to a targeted audience. The system first engages audiences with an email or text and then subsequently delivers more tailored offers and information to those who actively respond.

Activator delivers customers who have demonstrated a strong interest in purchasing or selling a vehicle, identifying them as "handraisers," and sends these handraisers directly to the CRM. With the introduction of journey marketing, the volume of these handraisers has increased by **30% in 2023 vs 2022, and more than half (53%) in 2023** have come from our new SMS channel. Activator's Top 20 dealers see an **average of 48 handraisers a month**. By prioritizing these high-value equity leads, Activator hybrid CDP and Multichannel Marketing Journey Builder ensures that your sales team consistently focuses on the most promising prospects, optimizing their efforts for greater success.

## Key Features



### Send Targeted Multichannel Campaigns:

Engage customers through email and SMS, providing a comprehensive and effective marketing approach and increasing reach where customers don't have a valid email address or cell phone number.



### Identify Handraisers:

Activator serves up past customers who have shown a strong interest in buying another vehicle, selling their vehicle, or scheduling a service appointment are sent directly to the CRM.



### Data Management:

Utilize data from the dealer's DMS combined with Activator's enriched data for a more precise and targeted campaign using Activator's CDP and Data Management solutions powered with Salesforce.



### Expert Dealer Success Consultation:

A dedicated Dealer Success Consultant ensures custom campaigns align with the dealership's goals, collaborating with dealer personnel to create custom-tailored marketing audiences that center around specific events and goals.

## Measuring Success and Evaluation

To gauge the impact and success of Custom Campaigns, Activator introduces Custom Campaign reporting metrics for dealers using Activator Pro, Activator for Sales, and Activator for Service. Reporting metrics encompass sales and service attribution, handraisers, engagement, as well as channel and journey performance, providing comprehensive insights into the effectiveness of the campaigns.

Activator's Custom Campaigns stand as a testament to the brand's commitment to providing tailored, effective, and measurable solutions that empower dealerships to engage customers meaningfully, create long-term relationships, and drive customer value.