

ACTIVATOR MAIL PRO



Empower a Multi-channel Marketing Strategy with Direct Mail to Capitalize on Every Opportunity

Connect with sales and service customers via their mailbox to grow showroom and service drive traffic and market like a pro. Introducing Mail Pro, a part of Activator's multi-channel marketing solution that automates your marketing. Send highly targeted offers with equity, buy back, and service messaging to maximize revenue, and keep customers loyal for life.

WITH MAIL PRO YOU GET:

- ✔ Data-driven intelligent Direct Mail marketing at launch
- ✔ Monthly consultative management of customer targeting and results
- ✔ OEM Compliant Mail Design
- ✔ Targeting includes Service Conquesting, Subsequent Owner, Equity, Lost Soul, Win-Back, and Buy-Back messaging
- ✔ Modifiable Offers
- ✔ Target customers with physical addresses but no email on file
- ✔ Postcard Size Marketing
- ✔ Quantities are intelligently dialed in by each dealer's database, market size, and target opportunities

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We are building a direct mail product that will drive better engagement and ultimately more qualified sales and service leads. It will also flex around the shifting needs of your business and your customers. Overall, this is low risk and high reward.

- Bobby Gaudreau, VP of Sales and Marketing

Market Like a Pro

Mail Pro is direct mail marketing done for you, from message development to mailing execution and reporting. Let customer engagement become your competitive advantage. Activator reaches customers where they are by combining mail and email messaging.



Support the Entire Customer Lifecycle

We use Follow the VIN technology to connect your customers, including service conquest, and subsequent owners to expand your market audience.



Engage Your Customers with Multi-channel

With an ever-changing market, targeting customers across multiple channels brings awareness to new customers and keeps current customers engaged.



Increase ROI with Timely, Targeted Offers

Mail Pro uses Customer Insights to anticipate service needs, car upgrades, trade-in values, and more to create timely targeted offers for every customer.



Stay Flexible with the Market

Our Performance Managers send and adjust quantities based on available opportunities. We change quantities across all five target groups to meet current demands.



HOW IT WORKS

Shift to a Multi-Channel Marketing Solution with Activator Mail Pro

1. We split initial quantities between equity and conquest mail to create your baseline of appropriate targets and quantities at launch. We emphasize the areas we discuss during our consultation.
2. After 60 days, we evaluate your database and market potential for direct mail fulfillment across five customer target groups and make quantity and segment targeting recommendations accordingly.
3. Monthly and quarterly reviews allow for agile adjustments to quantities and segment targeting to maximize your opportunities.

Hop in the driver's seat and
take a test drive on us!*

*Exclusions and restrictions may apply.