

# ACTIVATOR

## Evolving Equity

### A Competitive Analysis



## Standalone Equity

### Multiple Channels

- Transaction-only focus that does not address long term engagement or relationship building.
- Direct mail as a vendor profit center, not a strategic campaign element.

### Duplicate Records

- Duplicate sending that hurts customer experience and leads to a lack of trust.
- Misfires of messaging and disjointed ROI report.

### Linear Campaigns

- Fixed or hard-coded touchpoints that only change or end if the customer transacts one time or opts out.
- Broad one-size fits all messaging.

### Email Blasts and Standalone Direct Mail

- Disjointed messaging across different marketing platforms.
- Sending unverified emails with inconsistent messaging can harm the dealership's reputation and email quality.

## Activator's Hybrid CDP and Multichannel Journey Builder

### Multichannel Journey Builder

- Create a cohesive customer-focused marketing journey that builds trust by understanding their needs over time.
- Automatically send cohesive messaging via email, text, and direct mail based on the customer's interactions.

### Primary Customer Record

- Detailed customer information that leverages the primary customer record for personalized messaging.
- Gain accurate reporting with one main record.

### Journey Builder

- Identify highly qualified customers that are ready to buy or trade their vehicle today.
- Personalize each customer experience by adjusting to their behavior to build trust over time.

### Custom Campaigns

- Flexibility to automatically adapt and change campaigns and messaging based on the marketer's needs.
- Segmented customers based on target group, event, or goals, providing more relevant and effective campaign.

