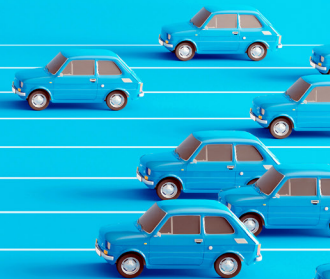


# ACTIVATOR

## Evolve Your Dealership Marketing With The Latest Technology



### Introducing Activator's hybrid Customer Data Platform (CDP) and Multichannel Marketing Journey Builder Solution

#### Solution Infrastructure

Activator leverages the powerful Salesforce platform to unify and leverage customer data from multiple sources, creating a comprehensive and personalized profile for each customer. By automatically marketing to customers across multiple channels with personalized messaging, dealerships can achieve higher ROI, better customer retention, increase efficiency and achieve long-term success. Our dealers see an **overall +20% reach**, a **13% increase in sales volume**, and a **14% increase in service-drive revenue year-over-year**; here's how.

#### UNIQUE CAPABILITIES

- ✔ **Customer Data Platform (CDP) and Integrated Solutions:** Built with Salesforce, the solution seamlessly connects with the dealership's DMS and other critical data like Activator's enhanced data and third-party data. The solution was purpose-built for these connections, offering flexibility and efficiency.
- ✔ **Hybrid CDP and Multichannel Marketing Journey Builder:** Fulfillment is built into the solution, allowing for a dynamic multichannel customer journey that aligns with dealers' goals and processes.
- ✔ **Reporting:** Guided by marketing experts with years of automotive experience, monitor engagement and ROI trends with reporting and easily adjust to dealership and industry changes.

#### Data Quality & Integrity:

Activator offers a complete solution that improves customer experiences and ensures accurate and dependable data through its CDP for dealerships. Regular email verification, customer ownership checks, and deduplication processes provide reliable data to create Primary Customer Records. Bad emails and duplicates can account for a significant percentage of contacts in a dealer's DMS, with bad emails averaging at 40% and duplicates at 33%<sup>1</sup>.

#### UNIQUE CAPABILITIES

- ✔ **Duplicate Record Analysis:** Identifies duplicate customer records and selects the Primary Customer Record for optimal marketing and reporting.
- ✔ **Invalid and Spam Trap Email Suppression:** Quantifies and suppresses invalid and spam trap emails, preventing misfires in marketing campaigns.
- ✔ **Alternate Channel Utilization:** Fills customer contact data gaps by utilizing alternate channels such as SMS (text) and direct mail.



+20% reach with SMS (text) and direct mail



13% increase in sales volume revenue year-over-year



14% increase in service-drive revenue year-over-year

Source: <sup>1</sup> based on Activator's sample of 300 customers.

## Engagement & Customer Experience:

Activator's interaction-based Multichannel Marketing Journeys personalize interactions based on customer preferences and behavior. Create complete customer profiles, expand your market reach, and engage customers across multiple channels with purposeful messaging that adjusts to each customer to personalize their journeys based on actions taken over time. Also, track customer behavior and preferences to optimize automated Multichannel Marketing Journeys using email, SMS (text), and direct mail. This optimization results in an email open rate average of 33% across all Activator dealers, showcasing the effectiveness of these interactions in engaging customers.

### UNIQUE CAPABILITIES

- ✔ **Qualified Handraisers:** Identifies the most promising leads ready to upgrade, service, sell, renew, or pre-order a vehicle for maximum conversion potential. Activator's top 20 dealers see an average of **48 Handraisers** per month.
- ✔ **Comprehensive Core Journeys:** Address common OEM and dealer goals, including Sales buyback and pre-order, Sales equity, Lease end, Service, and Lost Service.
- ✔ **Multichannel Messaging:** Cohesive messaging across email, SMS, and direct mail ensures a consistent and compelling customer experience.
- ✔ **Real-Time Reactivity:** Responds to real-time customer interactions, adapting personalized messaging paths that build customer preferences over time.
- ✔ **Funnel Messaging:** Engages customers at various stages of their buying journey, providing a personalized experience for each individual.
- ✔ **Flexibility and Customization:** Dealers can select and modify journeys to suit their specific goals, supported by a team of marketing experts.
- ✔ **Configurable Campaigns:** Tailored multichannel touchpoints to achieve dealership-specific objectives.
- ✔ **OEM Compliance at Scale:** Ensures compliance with every major OEM, providing peace of mind and streamlined operations.



"Oh, it's been incredible... we've been able to communicate with customers in a way that we haven't been able to before, which has allowed us to get additional leads, buyouts, selling new and pre-owned cars and just helping get through some of [the] inventory in our lot."

**Tiffany Phillips** | General Sales Manager at Schaumburg Kia

## Driving Dealership Success with Personalized Customer Engagement

Stay ahead of changing industry conditions with a solution that provides a clearer picture of your customers and builds reliable marketing you can trust. Choose Activator today and transform your dealership's marketing strategies into data-driven, personalized journeys that elevate customer experiences and drive long-term success. Our expert team is here to support you every step of the way. Contact us now to schedule a personalized demo and see how Activator can enhance your dealership's performance.