



## Adapt or Fade:

How Dealerships Can  
Learn From the Decline of  
Brick-and-Mortar Stores





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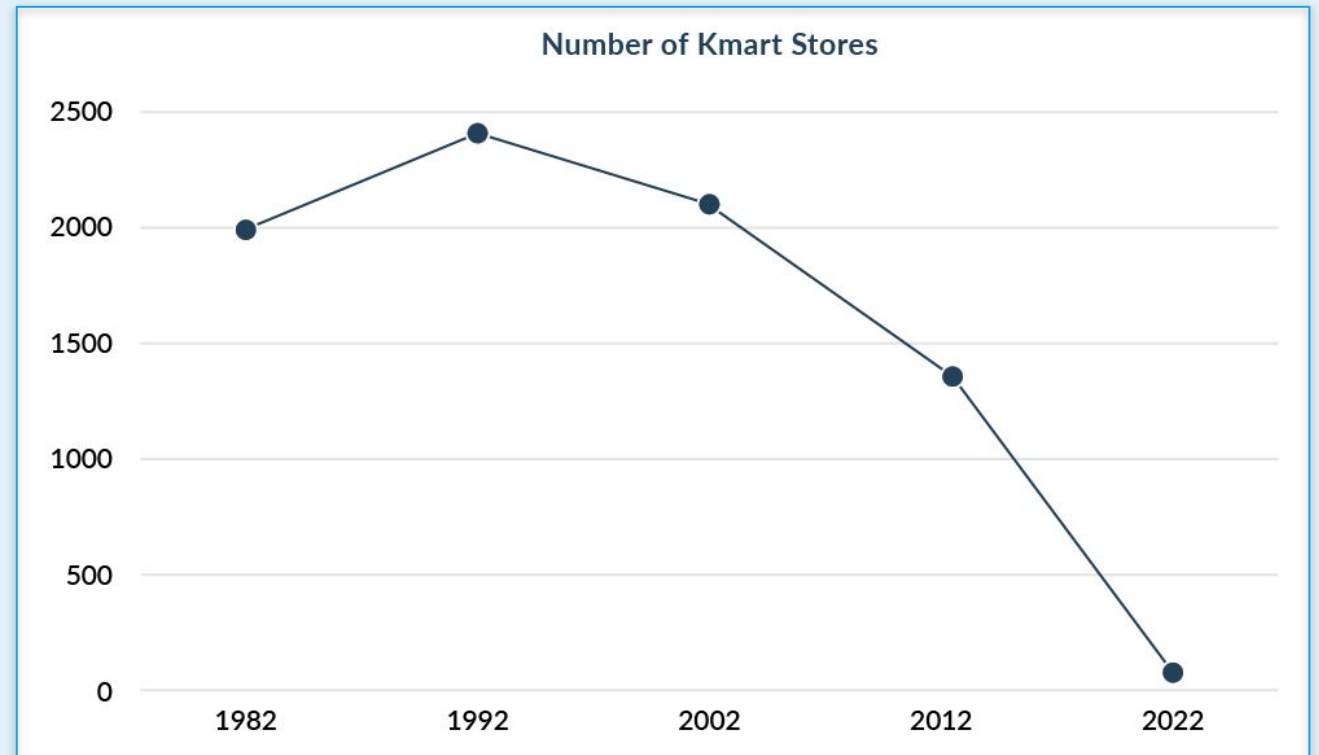


# Fading: The Stagnation of Success

What happens when car dealers become too comfortable with their performance? We only have to look at industries around us to see just how staying stagnant can lead to a crash in the future.

**Kmart was once one of the “big three” discounters (Kmart, Walmart, and Target).**

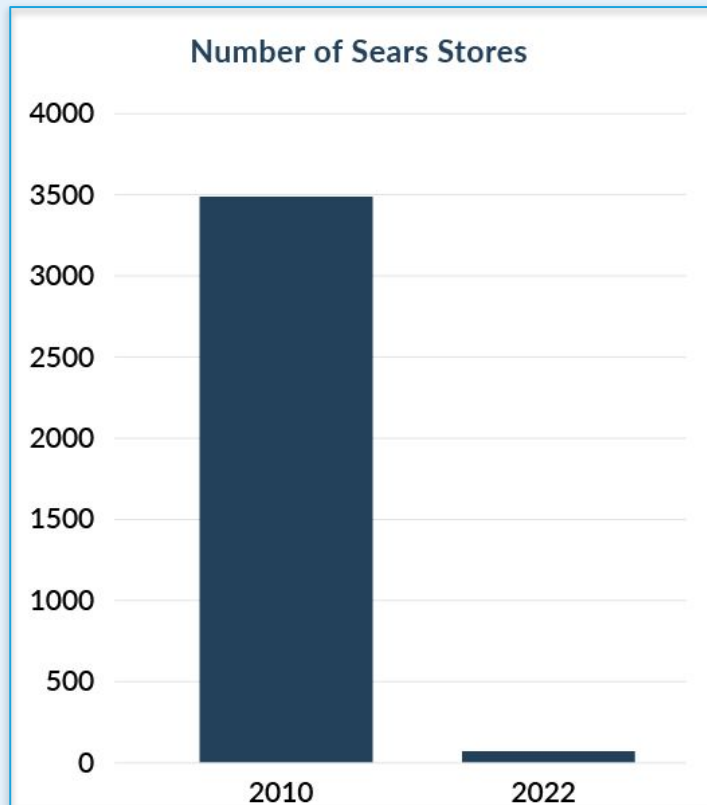
- Failed to make the technology investments into the business.
- Never defined their customers and their needs.
- Overall the lack of flexibility created significant opportunities for disappointing customers and led to poor shopping experiences.





# Fading: The Stagnation of Success

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**Sears sales once represented 1% of the entire United States economy.**

- Too many missed opportunities.
- Always a step behind in technological advancements.
- Could not keep up with their competitors like Walmart and Amazon.

# **Adapt:** Flexibility Is King

Whereas there are hundreds of stories of companies fading away due to a lack of **flexibility** and **adapting** to new technologies and consumer behaviors, companies like Amazon, Apple, and Walmart have success stories.

## Apple

- ✓ Mastered consumer behavior marketing.
- ✓ Shifted its brick-and-mortar philosophy to education and customer support.

## Amazon

- ✓ Knowledge of what the consumer wants.
- ✓ Innovative technology that gets goods to consumers fast and easily.

## Walmart

- ✓ Uses consumer behavior marketing.
- ✓ Stays ahead by adopting new online technology.

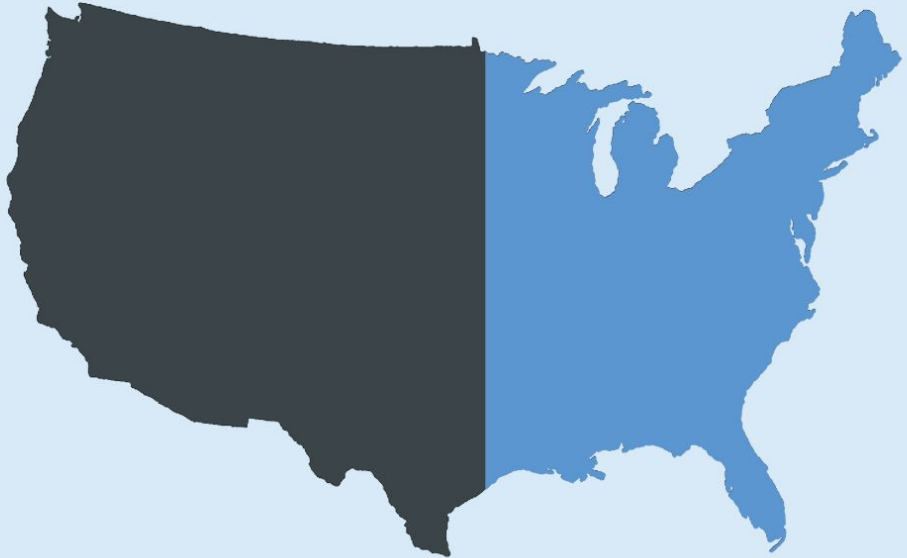


# Amazon

Almost **1 in 3** Americans Have a Prime Membership.



According to Statista, Amazon was responsible for **45%** of US ecommerce spending in 2019.



Amazon is one of only four companies to surpass **\$1 trillion** in market cap.

# Walmart



An estimated **270-275 million people** visit Walmart every day worldwide.

Walmart has at least **11,443 retail units** worldwide

Revenue increases by **2-3%** every year.



# Apple

## Instore Environment

1. Education

2. Customer Service

3. Product Exploration



# **Key Takeaway:** Change is here. What will you do?

What Elements Will You Apply to Your Dealership?



**Market  
Flexibility**

**Personalized  
Content**

**Customer  
Engagement**

**Data  
Enhancement**

**Digital  
Marketing**

**Technology  
Advancement**

**Consumer  
Behavior  
Marketing**

**Willing To Take  
Chances**



# Activator Keeps You Flexible



## Support the Entire Customer Lifecycle

Take owner verification beyond the DMS and grow your addressable market like never before.



## Win with Data Cleanse and Insights

Email append, and change-of-address data allows Activator to effectively increase their engagement, drive service volume, and increase vehicle sales.



## Engage Your Customers with multiple channels

Send highly targeted offers with equity, buyback, and service messaging, based on your dealership's goals.



## Automated Marketing You Can Trust

Create efficiencies across your dealership by prioritizing leads and optimizing your campaigns to give your sales and management team more time to focus on different areas of your business.



## Stay Flexible with the Market

Our dedicated team manages campaign creation and execution to establish repeatable marketing processes to increase customer engagement.

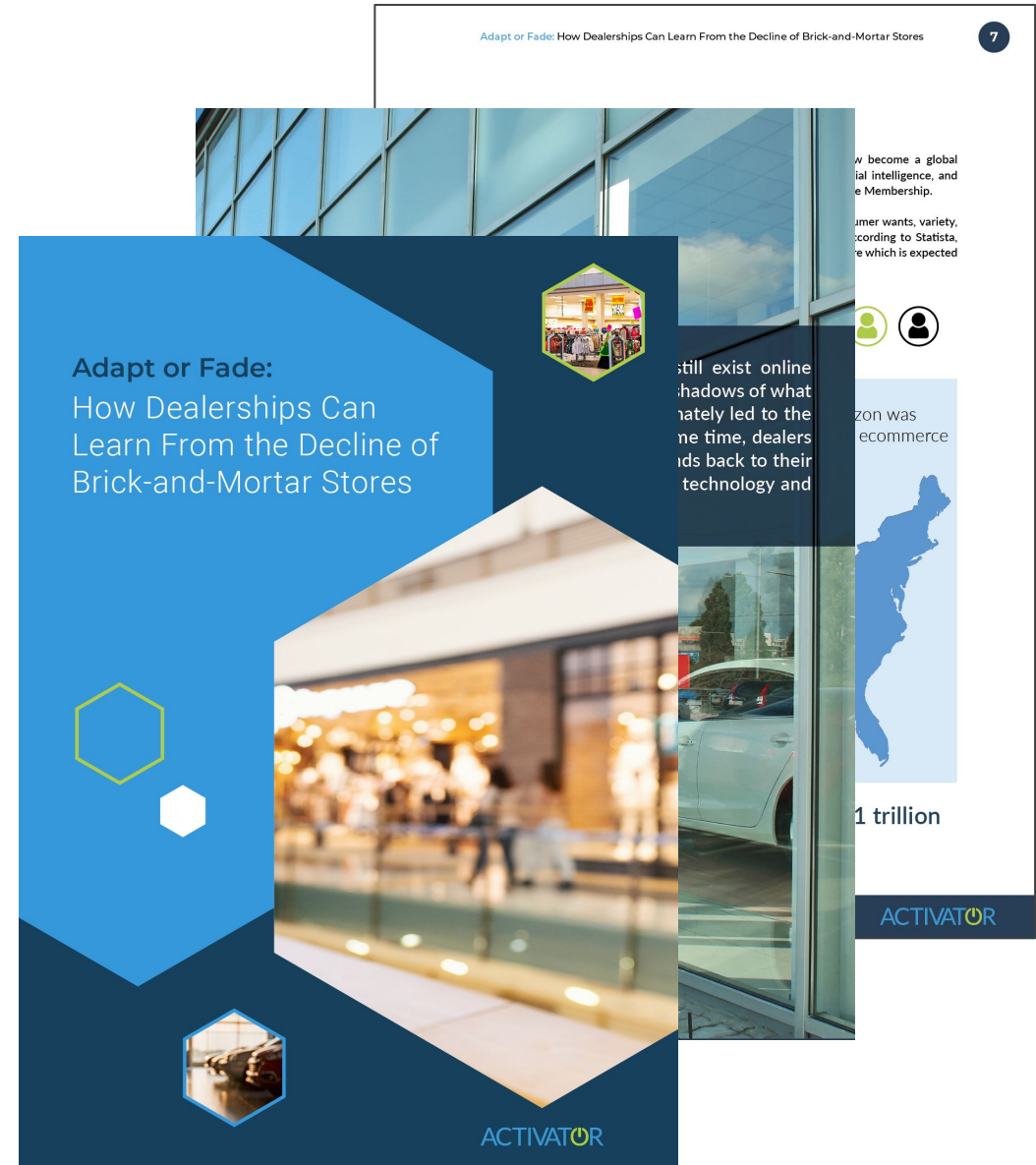


# Adapt or Fade:

## How Dealerships Can Learn From the Decline of Brick-and-Mortar Stores.

Download our latest eBook on how to stay ahead of the curve by learning from the decline of brick-and-mortar stores.

[Download](#)





ACTIVATOR

# Experience Activator in Action

Take Activator for a test drive today and elevate your dealership engagement solution beyond surface-level marketing to market like a pro!

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