


A background image of a smiling man and woman looking at a car, overlaid with a dark blue semi-transparent filter.

# Handraisers:

A vertical decorative element consisting of green diagonal stripes on a dark blue background.

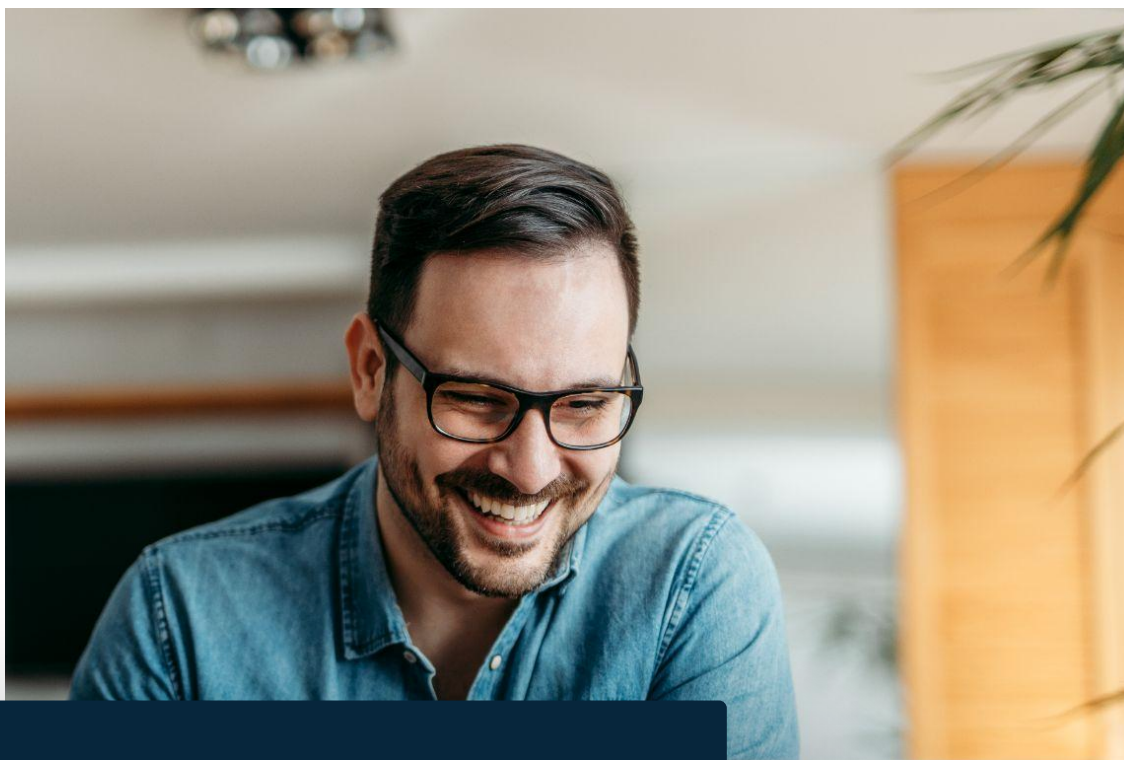
The Key to Customer  
Engagement Success in  
the Automotive Industry

# Introduction

In the competitive world of automotive sales, it's crucial to stay ahead of the curve and make the most of every opportunity. A steady stream of handraisers is one of the most valuable assets a dealership can have. But what exactly are handraisers, and why are they so important?

Activator defines handraisers as potential customers who have shown a strong interest in buying a car, typically by requesting more information, filling out a form, or scheduling a test drive. These leads are highly valuable because they represent past customers that have qualified themselves through their interaction as being ready to purchase.

The benefits of handraisers are clear. By focusing on these highly engaged leads, dealerships can maximize their sales chances and increase their lead conversion rates. This not only drives revenue but also helps to build a more substantial customer base for future interactions.



## Who are Handraisers?

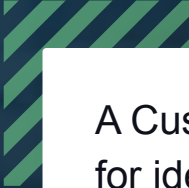
The term "handraiser" in a dealership context refers to potential customers who have shown a strong interest in buying a car, typically by requesting more information, filling out a form, or scheduling a test drive. These leads are highly valuable as they represent customers that have qualified themselves through their interaction as being ready to purchase. Activator identifies, tracks, manages, or engages with these handraisers to improve conversion rates and drive sales.

# The Importance of Handraisers in the Automotive Industry

Handraisers are of significant importance in the automotive industry for a variety of reasons. Their crucial role revolves around their potential to become customers, their ability to provide valuable feedback, and their influence in shaping dealership strategies.

- 1. Lead Conversion:** Handraisers represent potential customers who've shown an interest in buying a car. They've indicated their interest through actions like filling out a form, requesting more information, or scheduling a test drive. They are leads more likely to convert into actual customers, thus increasing the dealership's sales and profitability.
- 2. Effective Marketing:** With handraisers, dealerships have a clear target for their marketing efforts. They know these individuals are interested and can focus on turning that interest into a purchase decision. This focus makes marketing campaigns more efficient and cost-effective.
- 3. Customer Relationship Building:** Handraisers often allow dealerships to build relationships with potential customers. By engaging with handraisers effectively, dealerships can foster trust and goodwill, critical for closing sales and encouraging repeat business.
- 4. Predicting Sales Trends:** The number of handraisers and their behavior can give dealerships useful insights into upcoming sales trends. For example, a surge in handraisers for a particular model may indicate an increasing trend toward that type of vehicle.
- 5. Product Feedback:** Handraisers who ask questions or provide feedback on specific models can give dealerships valuable insights into what customers seek. This information can guide future inventory decisions and even influence negotiations with manufacturers on future models or features.


# Combine Multiple Dealership Data Points to Build Unified Customer Profiles



A Customer Data Platform (CDP) is an invaluable technology for identifying and engaging with handraisers in the automotive industry. This is because a CDP is a solution that collects and unifies customer data across various touchpoints to create a comprehensive and unified customer profile.

The first step to finding handraisers is collecting and unifying customer data into the CDP. Once the data is unified, you can begin to identify potential handraisers. Look for customers who have indicated an interest in purchasing a vehicle, such as requesting more information, filling out a form, or scheduling a test drive. Use the CDP to segment these potential handraisers based on their behavior, preferences, and demographics. This can provide valuable insights and allow for more personalized and targeted marketing efforts.

Remember, a CDP is only as good as the data it contains, so it's crucial to unify comprehensive and accurate customer data. With a well-implemented CDP, you can significantly increase your handraiser lead conversion rates and drive success in your dealership.



# Leverage Your Data in New and Innovative Ways

Implement tailored, multichannel marketing strategies that connect with each customer personally, communicating through their channel of choice. Elevate the customer experience by guiding them along customized marketing journeys that respond to each interaction. Utilize the CDP's in-depth customer profiles to individualize your communications with prospective handraisers. Custom messages have the potential to heighten engagement and boost conversion rates.

Multichannel Marketing Journeys can include email, text, and direct mail to engage customers.



Text



Email



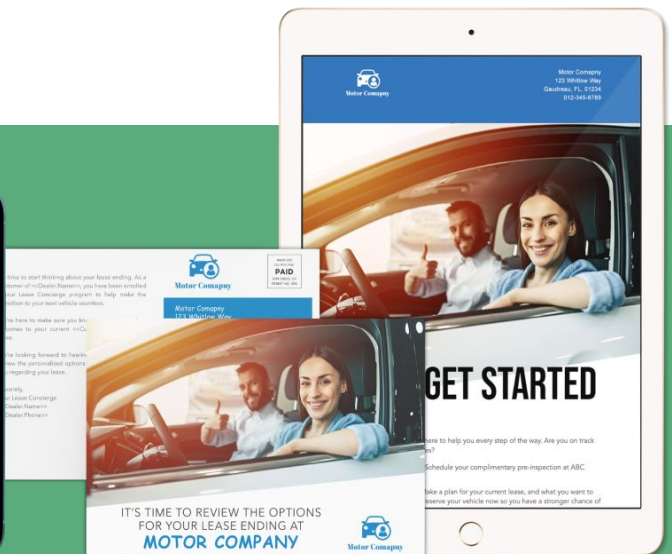
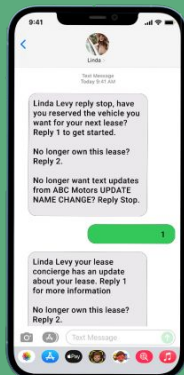
Direct Mail

# The Automotive Industry's Most Advanced Customer Data Platform

Built on the Salesforce platform, Activator is a ready-to-use hybrid Customer Data Platform (CDP) combined with an automated marketing Journey Builder designed for dealerships. Activator's data-driven marketing solution prioritizes customers by finding customers, building deeper engagement, leveraging the latest technology, and promoting dealership efficiency to increase sales and service-drive revenue.

Activator's Flexible Platform enhances customer profiles, expands your market reach, and engages customers across multiple channels with purposeful messaging that adjusts to each customer to personalize their journeys based on actions taken over time. Customers are placed in Sales and Equity Journeys that indicate they are ready to upgrade, sell, renew, pre-order a vehicle, and more. These leads are sent to the dealership sales teams for further engagement.

**GET STARTED**



# Make the Most of Every Opportunity

Handraisers play a pivotal role in the automotive industry. They can significantly influence sales, marketing strategies, customer relationships, and even product offerings. Therefore, effectively identifying, engaging, and managing handraisers is crucial for success in the dealership.

**Activator's dealers see an overall +20% reach and a 13% increase in sales volume year-over-year.** By fully utilizing the potential of handraisers, your dealership is on the path to growth and accomplishing its business goals.



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



# ACTIVATOR

[www.activator.ai](http://www.activator.ai)

