

MEET CUSTOMERS WHERE THEY ARE USING THE LATEST TECHNOLOGY

Attract, Engage and Convert with Activator Pro

Activator Pro stays ahead of changing industry conditions with a **flexible marketing solution** that provides a clearer picture of your customers and builds reliable marketing data you can trust.

Activator Pro's platform cleanses your data, automates marketing efforts, and increases customer engagement.

Once your data is cleansed and enriched, your dealership's customers are grouped into categories based on their journey lifecycle.

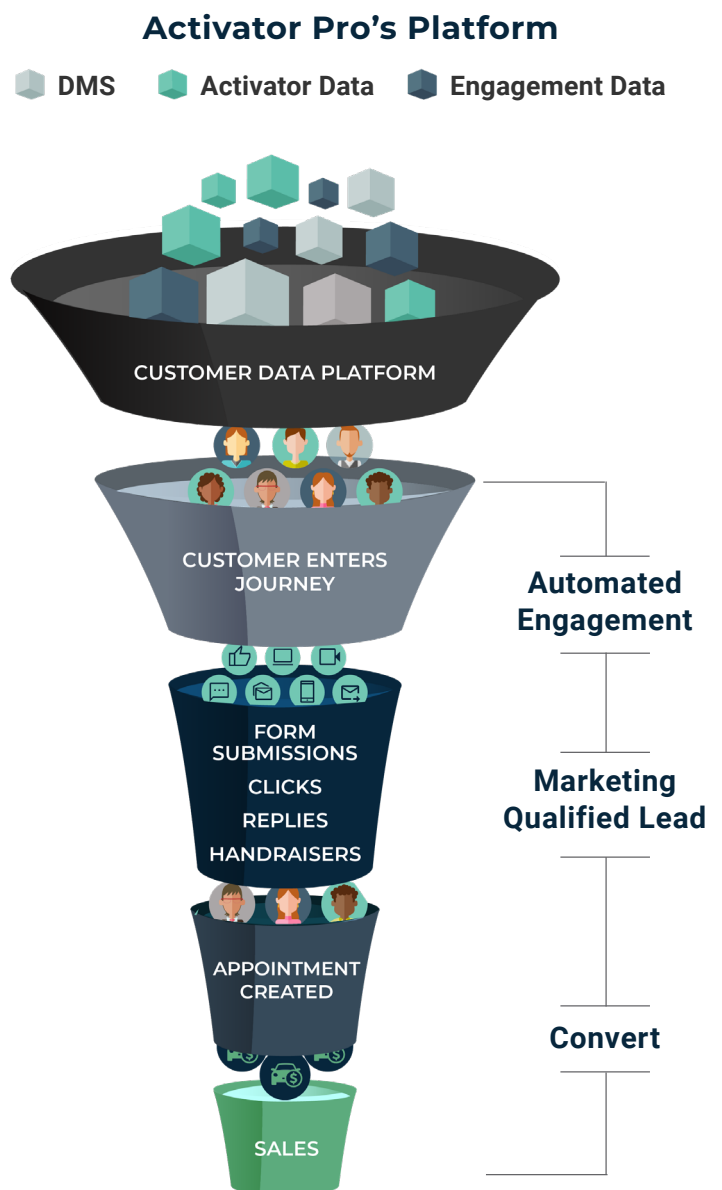
These categories trigger **lead-nurturing lifecycle campaigns** that send relevant content and combine interaction and time-based marketing.

Activator Pro uses **automation** to scale and optimizes dealership engagement by monitoring the production and delivery of marketing content.

All of this is backed by the latest technology through a **dynamic multichannel approach** with consistent messaging that reaches customers where they are.

Depending on how the customer interacts with the marketing within the journey, they are sent down a personalized path.

Marketing qualified leads that indicate they are ready to upgrade, sell, renew, or pre-order a vehicle become **Handraisers** and are sent to the dealership through the Activator Platform or directly to your CRM.



CONNECT AND ENGAGE YOUR CUSTOMERS BETTER, ANYWHERE

Meet Dealership Goals with Activator Pro's Flexible Solution

Activator Pro aims to provide a clearer picture of your customers and uses the latest technology that takes a dynamic multichannel approach. These actions deliver consistent messaging and create better customer experiences to increase your sales and service drive revenue.

Drive Customer Engagement with Powerful Multichannel Marketing Journeys.

Activator Pro's multichannel marketing interacts with customers using a combination of communication channels, including email, text, direct mail, and 1-to-1 communications.

Targeted Sales Revenue Journeys:

- Lease
- Pre-Orders
- Buybacks
- Equity
- Sales Conquest

Targeted Service Drive Revenue Journeys:

- Service Conquest
- Retention
- Subsequent Owner
- First Service



Activator Pro Users See:



+20 - 30%
average SMS (text) reach.



+10 - 20%
average Direct Mail reach.

Ready To Let The Pros Do It For You?

Let Activator take the guesswork out of your marketing. Talk to one of our experts and receive a live 1:1 demo of Activator in action, and visit our website to get started. Our dealers see an overall **+20% reach**, a **13% increase in sales volume**, and a **14% increase in service drive revenue** year-over-year.