

MEET YOUR NEW MARKETING TEAM

Market Like a Pro Without the Guesswork

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.

Guided by our marketing experts with years of automotive experience and made using the latest technology, Activator Pro manages and optimizes your marketing efforts so you can put your focus where it matters most.

Activator's platform cleanses your data, automates marketing efforts, and builds engagement across multiple channels through a series of processes monitored by your team's Performance Manager.

Activator Pro better identifies and converts customers ready to review an offer or incentive using customer journeys that send relevant content and combine interaction and time-based marketing.

Depending on how the customer interacts with the marketing in the campaign, 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.



Performance Managers (PM):

The PMs work with our dealers to incorporate process improvement strategies for the Activator Pro platform. The assigned PM delivers these strategies to dealers by conducting regularly scheduled consultative calls.

- The Dealer's Point of Contact
- Perform Consultative Services and Answer Questions
- Define and Set Goals
- Improve Dealership Processes
- Run ROI Success Calls
- Build and Reach KPI Goals
- Works with the Marketing Coordinator to ensure the best experience all around.

GROW YOUR CUSTOMER MARKETING ENGAGEMENT

Meet Dealership Goals with Activator Pro's Flexible Solution

Skip the one-size-fits-all marketing by instantly personalizing each customer's experience. Activator Pro's platform and personnel work together to optimize a dealership's marketing efforts.

Activator Pro first cleanses your data, verifies vehicle ownership, and enriches data within the platform. Customers are then automatically matched to our new lead-nurturing customer journeys.

Journeys are multichannel, meaning they are made up of email, SMS (text), and direct mail marketing. These new platform additions allow dealers to nurture those customers who have either not considered working with the dealership or don't have a compelling reason to do so yet.

While your marketing campaigns are running, Marketing Coordinators are there to ensure that all channels and customer categories are optimized with relevant content.

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.



Marketing Coordinator (MC):

The MCs are well-versed in automotive marketing and know how to best target the dealerships' customers to reach the desired results.

- Building and Executing Customer Journeys
- Set up Marketing Automation in the platform
- Monitor Campaign Channels, including email, SMS (text), and direct mail marketing.
- Create and Manage journey boosts