



# Activator: Improve, Automate and Optimize Your Dealership Marketing

Reliable data is both the foundation and the result of the Activator solution.



# Meet Activator.

Dealerships often fail to effectively **leverage marketing technology**. Relying 100% on dealership managers and sales teams to create, send, and follow up on marketing campaigns is risky considering employee turnover, the amount of work on everyone's plate, and how quickly focus can change.

Activator offers an **automated solution** that is optimized for the **entire customer lifecycle**. This creates a predictable, incremental, and long-term solution for your marketing efforts, one that enjoys less micromanagement and measurable results.





# Activator Puts Dealership Marketing on Autopilot

How does Activator create done-for-you marketing you can trust? Here's our step-by-step process for improving, automating, and optimizing your marketing:



## STEP 01

Clean Your DMS and  
Pull in Outside Data



## STEP 02

Segment and Nurture  
Customers and  
Prospects



## STEP 03

Run Hyper-targeted  
and Automated  
Marketing Campaigns



## STEP 04

Create Hand-raisers from  
Campaigns



## STEP 05

Prioritize Prospects to  
Maximize Opportunities

# STEP 1: Clean Your DMS and Find New Owners

Activator cleans your DMS records to ensure you have the most accurate data on customers in your system and in your market.





# STEP 2:

## Segment and Nurture Customers and Prospects

|  |   |  |   |  |
|--|---|--|---|--|
| Activator segments your DMS customers and prospects into different marketing nurture paths based on behaviors and triggers, including: | <b>Car Owner</b><br>Introductions to service and parts departments.             | <b>First Service</b><br>Customers who come in for a first-time service promotion.                            | <b>Declined OpCodes</b><br>Customers who need additional services other than what they came in for and can't take care of that day. | <b>Active Customers</b><br>Customers with service due.                               |
| <b>Equity</b><br>Upgrade-eligible customers coming in for service.   | <b>Defectors</b><br>Current customers who are pulling away from the dealership. | <b>Lost Souls</b><br>Known customers who have not returned to the dealership for services in a year or more. | <b>Subsequent Car Owner</b><br>We track the VIN to identify and market to current owners.   | <b>Conquest</b><br>Customers who have not yet bought or serviced at your dealership. |





## STEP 3: Run Hyper-targeted and Automated Marketing Campaigns

The Activator solution will select and deploy campaigns based on your prospects' nurturing paths across the entire customer lifecycle.





## STEP 4: Create Hand-raisers and Service Traffic from Campaigns

Automated campaigns are optimized to generate sales hand-raisers and service traffic. By choosing campaigns based on critical owner data, Activator creates higher engagement. Hand-raisers are imported directly into your CRM and service business is directed to your scheduler.





## STEP 5: Prioritize Prospects to Maximize Opportunities

Activator prioritizes equity prospects using smart technology to evaluate owners in upgrade positions to help you capitalize on timely opportunities.





# Activator: What's in It for You?

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Do your salespeople spend more time working in your CRM and marketing databases than they do creating deals?

Activator was founded by **car people** and makes dealership salespeople the first priority. **Everyday tasks** - finding leads, updating records, and providing intuitive talk tracks - are **automated** so your salespeople have more time to sell.

Do your current vendors require a dedicated person to manage your systems for best success?

Activator is built to facilitate **real business models**; it works for you **automatically** and **24/7**, with or without dealership staff. It's **unrealistic** to expect success in a program that relies on the actions of one person.

Does your staff lack the time and expertise to set up and send relevant messaging to each of your sales and service customers 100% of the time?

Activator leverages **smart data** to deploy **automated messaging**, with or without direct sales and service involvement. This messaging occurs throughout the **entire customer lifecycle**, from first service to upgrade offers, to create new sales hand-raisers.

Do you experience high turnover in your sales department or has the pandemic caused you to cut staff, requiring you to do more with less?

Activator delivers **sales hand-raisers** and **prioritized** leads on a silver platter so your staff doesn't have to determine the best leads of the day or be forced to cherry-pick. This gives even the newest salesperson the support they need to call **quality equity leads**.

# With Activator, you can...

- ✓ Allocate more time to in-person sales and service and leave the marketing to Activator
- ✓ Gain prioritized leads to identify your best opportunities
- ✓ Get ongoing data cleansing, targeted messaging, optimizing and lead tracking - all performed in the background with automation.
- ✓ Help teams to pivot quickly to increase sales, performance, and productivity

January February March April May June July August September October November December





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# Experience Activator in Action

Put yourself in the driver's seat of automated, optimized dealership marketing.  
Contact us today for a free test drive!

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   @ActivatorDS

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