

ENGAGED WITH CUSTOMER JOURNEYS

Activator Pro's Platform

Activator Pro starts with all the available data from **your DMS** for sales and service transactions. Then we layer in **Activator's Deep Equity and Owner Verification Data**. Lastly, we add **Engagement Data** to enrich your customer profiles and build trust.

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

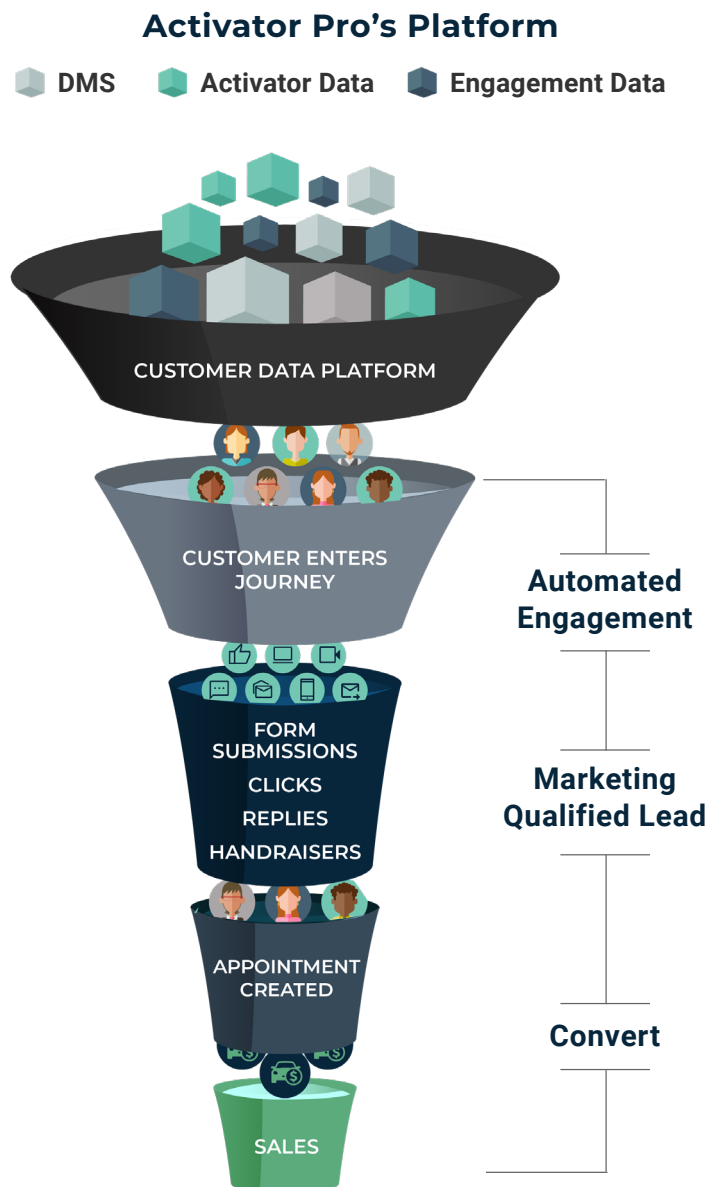
These categories trigger **lead-nurturing lifecycle campaigns** that send relevant content and combine interaction and time-based marketing.

Skip the one-size-fits-all marketing by instantly personalizing each customer's experience. Customers are now automatically matched to our new customer journeys.

Journeys are **multichannel**, meaning they are made up of email, SMS (text), and direct mail marketing.

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.



MEET DEALERSHIP GOALS WITH ACTIVATOR PRO'S FLEXIBLE SOLUTION

Build Customer-centric, Personalized Marketing

Activator Pro's Lifecycle Campaign solution automatically matches and sends marketing based on categorized customer data and how customers interact with your dealership. Deliver relevant messages to your customers based on who they are and how they interact with your dealership across multiple channels using Activator Pro's Journeys.

Lease-end Consumer-focused Campaign Example:

Current Lease-end Marketing	Multichannel Lease-end Journey
2 Standard Touchpoints <ul style="list-style-type: none">2 Recurring EmailsLanding Page	13 Standard Touchpoints <ul style="list-style-type: none">5 Automated Emails2 Re-Engagement Emails1 Direct Mail Piece (Optional)5 Interactive SMS (Text)1 Personalized Landing Page

Activator Pro Users See:



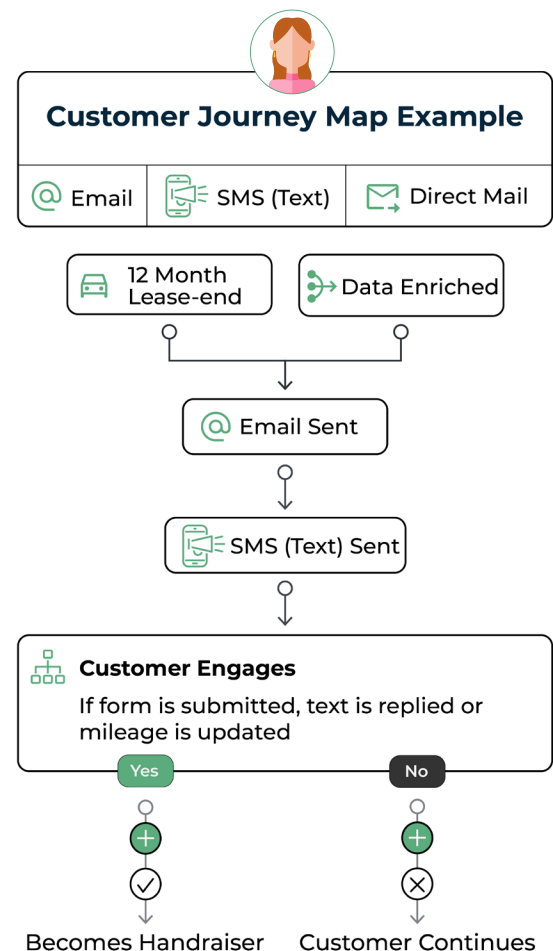
+20 - 30%

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.