

FOLLOW THE VIN, DRIVE REPEAT BUSINESS



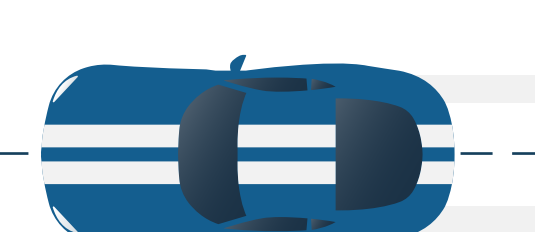
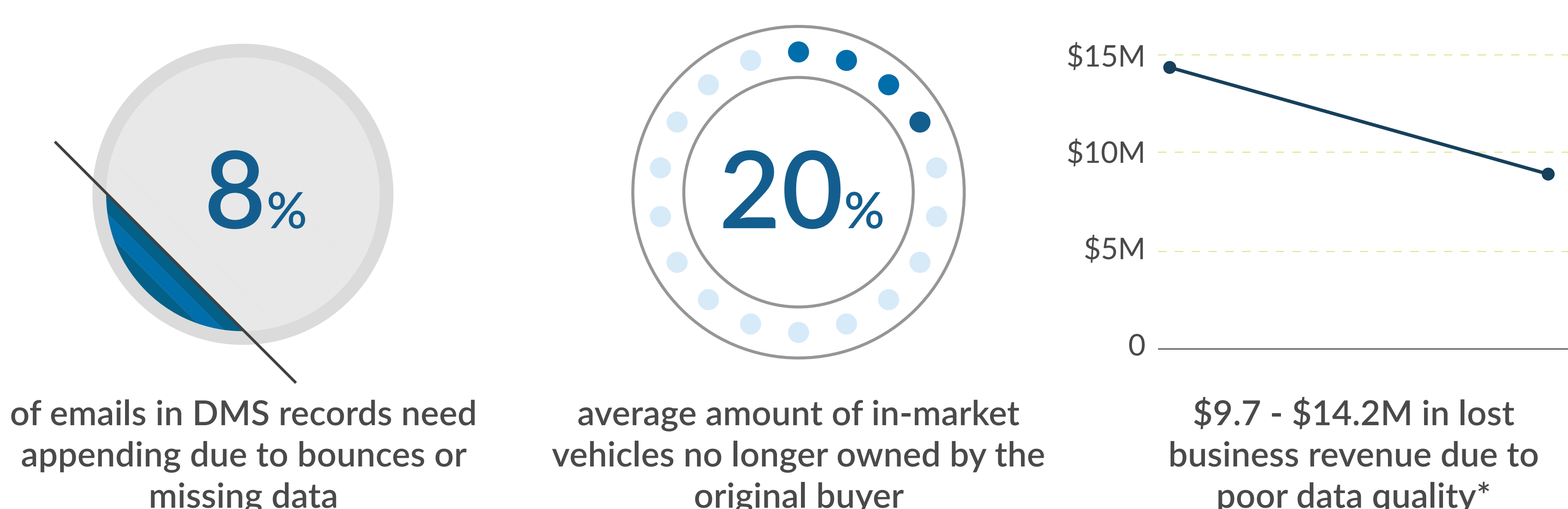
Marketing platforms today are only as good as the data that is fed to them. When dealerships rely on solely DMS data to drive their marketing efforts, chances are they are talking to people who no longer own the vehicle you sold them.

The solution to this problem is to **follow the VIN for the win.**

START

Bad Data's Effect on Dealership Revenue

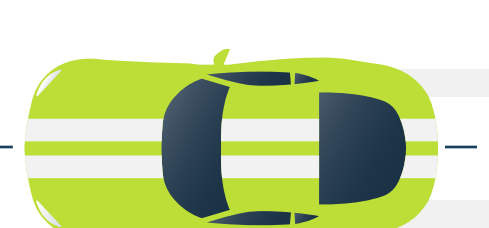
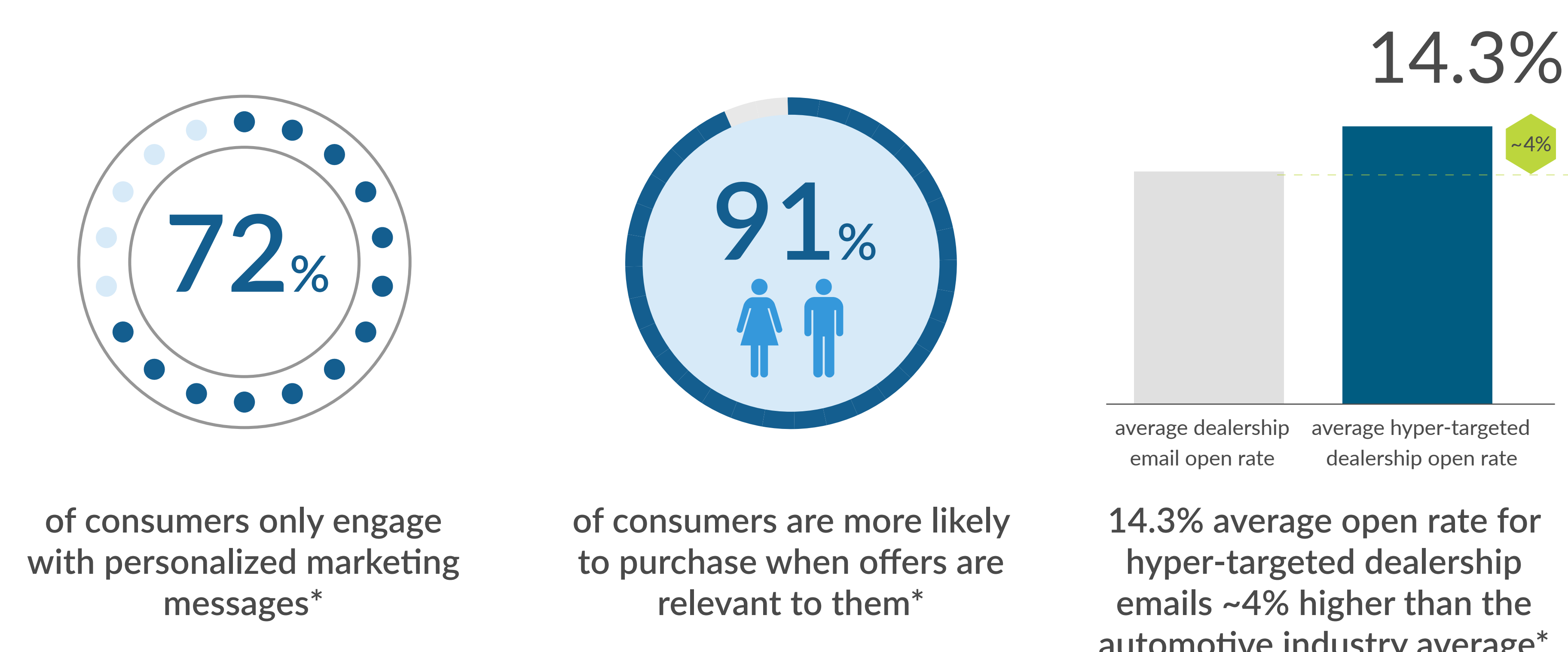
Customer intelligence is the driving force for any dealership today. When the data is bad, the impact is felt directly on the bottom line.



The VIN's Role in Dealership Marketing

When the vehicle owner changes, the transaction is connected to the VIN.

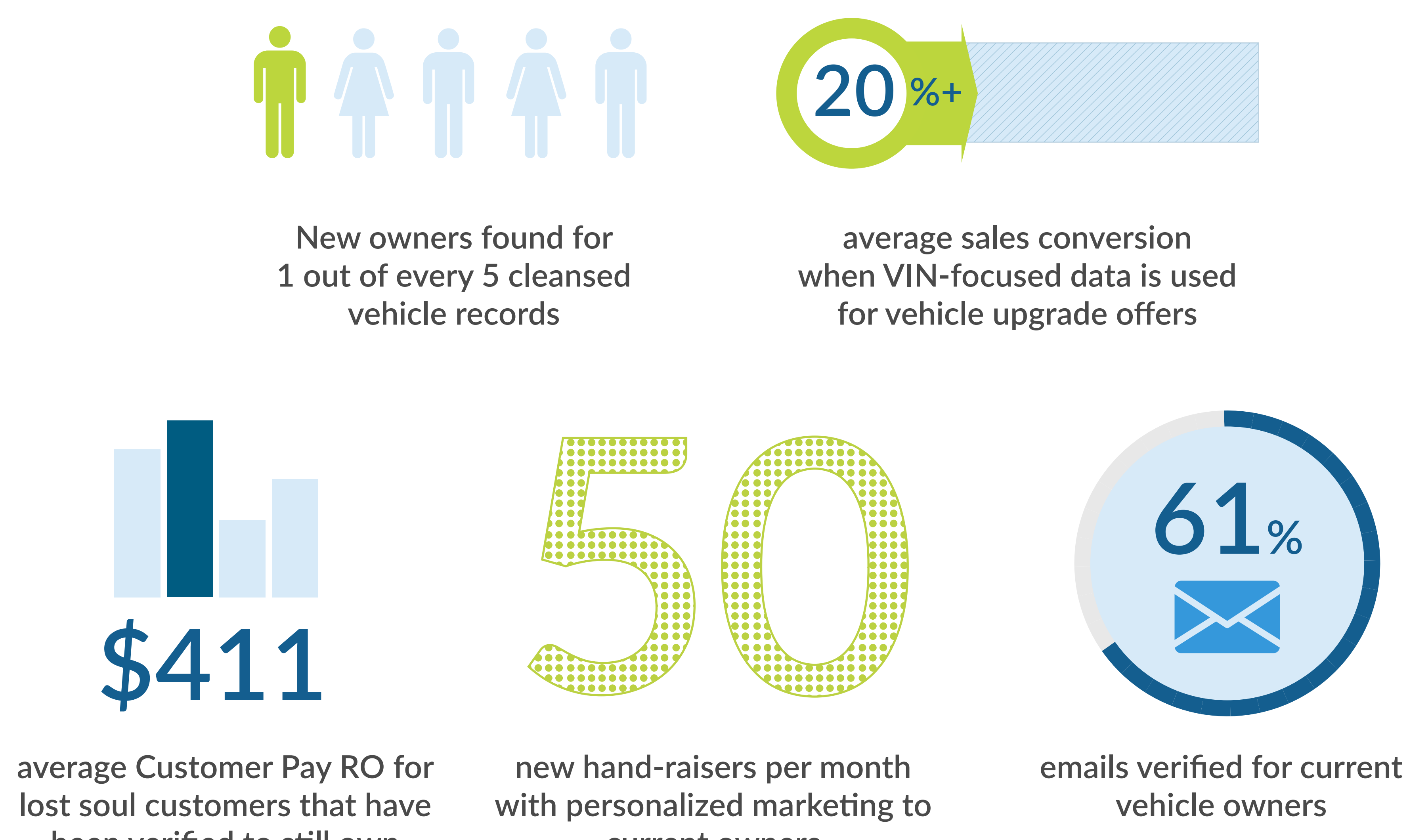
By following the VIN, dealerships can effectively personalize their marketing to current vehicle owners increasing their engagement, service drive volume as well as vehicle sales.



Converting the Unknown Into Repeat Business

Dealerships using marketing automation platforms that prioritize real-time customer intelligence are gaining more sales, leases, and service appointments.

Activator, the industry's first data-driven platform, analyzed marketing campaign results from over 200 dealerships across the country and here's what we found:



In Summary: The VIN Wins

Don't let bad data wreak havoc on your dealership's bottom line - costing both time and wasted marketing expenses. Expand the reach of your marketing beyond the DMS by using VIN-centric data to understand the total addressable market for sales or service. Be sure to partner with a provider that offers a fully automated digital solution that prioritizes data hygiene for hyper-personalized, current owner marketing.

FINISH

Don't Get Left Out of the Winners Circle

Is your dealership ready to communicate with customers in an all-digital space? Activator is the leading intelligent marketing platform designed to find active customers for both your sales floor and service drive.



Sources:
<https://www.entrepreneur.com/article/332238>
<https://smarterhq.com/blog/personalization-statistics-roundup>
https://www.accenture.com/_acnmedia/PDF-77/Accenture-Pulse-Survey.pdf
https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US