

MODERNIZE YOUR DATA STRATEGY

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 journey lifecycle.

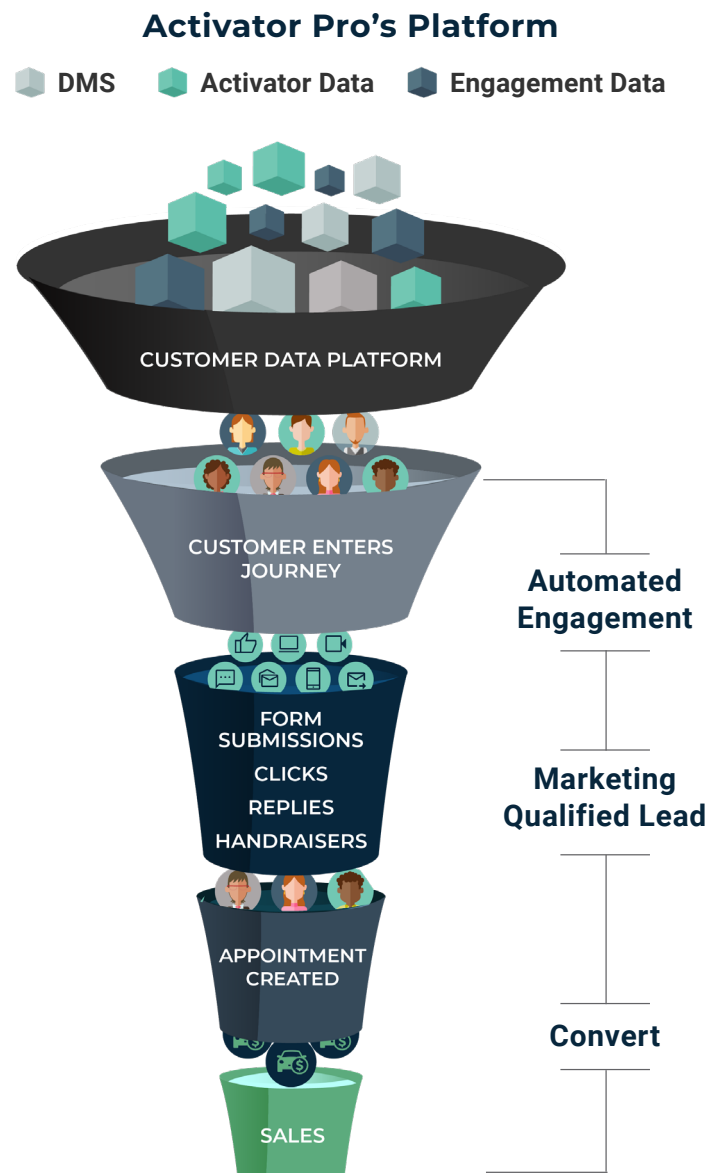
These categories trigger **lead-nurturing lifecycle campaigns** that send relevant content and combine interaction and time-based marketing.

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

Depending on how the customer interacts with the marketing in 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.



MARKET LIKE A PRO WITHOUT THE GUESSWORK

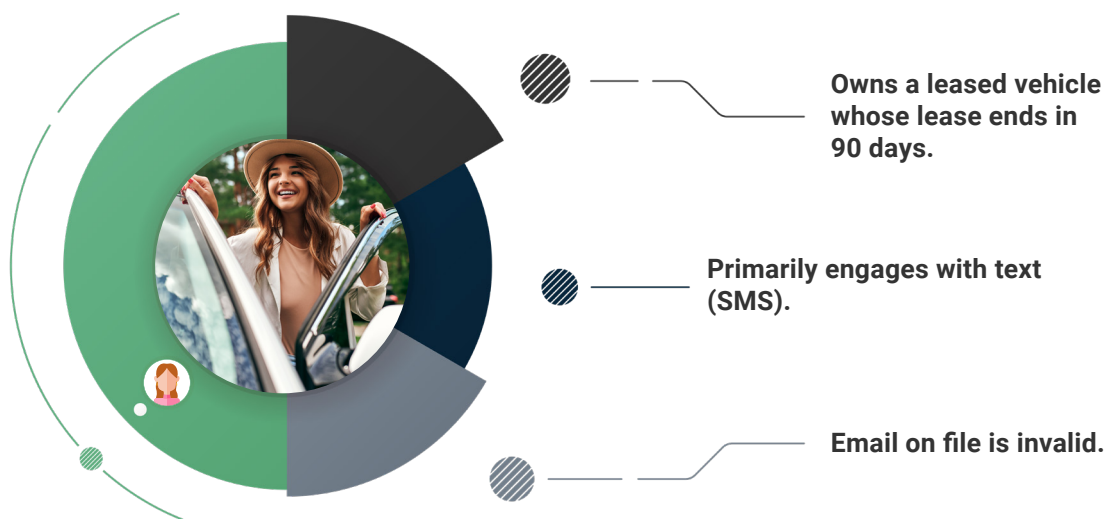
Meet Dealership Goals with Activator Pro's Flexible Solution

Activator Pro aims to provide a clearer picture of your customers and builds reliable marketing data you can trust. Through a series of processes including data cleansing, marketing automation, and multichannel engagement, Activator can better identify and convert customers who are ready to review an offer or incentive right now. Our primary focus is on nurturing those who have either not considered working with your dealership or don't have a compelling reason to do so yet.

GET TO KNOW YOUR CUSTOMERS OVER TIME

Linda Brown

- Automatically placed in a Lease Journey.
- Sent multichannel marketing text (SMS) and direct mail.
- Sent re-engagement text (SMS).



1 out of every 5 New vehicle owners were identified after cleansing the vehicle records.

On average, **61% of email** addresses are verified for current vehicle owners.

On average, adding SMS can expand your reach **+20 - 30%**, while adding direct mail can expand your reach **+10 - 20%**.

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.