

# INCREASE PROFITS WITH END OF LEASE CUSTOMER JOURNEYS



## Demand More From Your Marketing Solution

Your dealership needs a flexible marketing solution that gets you in front of customers before lease-end opportunities, regardless of inventory levels.

Activator Pro's new lead-nurturing lifecycle campaigns are multichannel and promote dealership efficiency to increase sales.

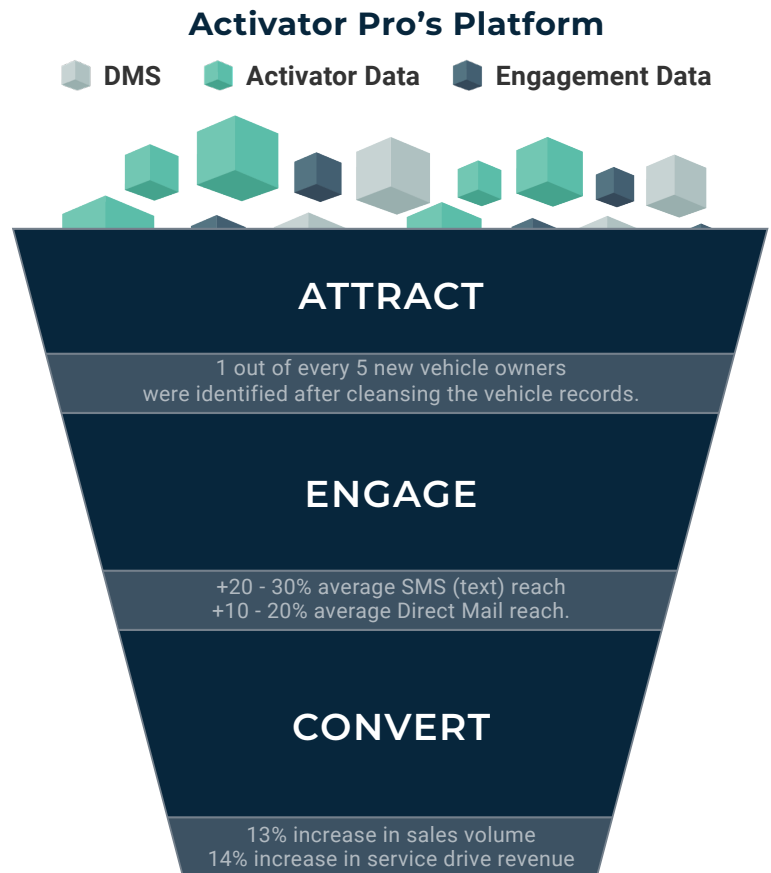
Traditional marketing consists primarily of email and doesn't consider the customers' journey, lifecycle stage, or method of content marketing delivery. Keep your dealership from falling behind due to an inability to pivot and grow with your customer's needs.

## Create Opportunities Based On Data

Activator Pro's Customer Data Platform (CDP) automatically combines data from multiple sources, including **DMS, Enriched Data, and Activator Deep Equity and Owner Verification Data**, to create a complete picture of your customers.

Activator's unique campaign capabilities build deeper engagement and support higher conversion rates of new car buyers and service drive transactions.

Guided by our marketing experts with years of automotive experience and built using the latest technology, Activator's Performance Managers and Marketing Coordinators manage and optimize your marketing efforts.



# LOOK FOR REACTIONS TO BUILD TRUST WITH CUSTOMERS

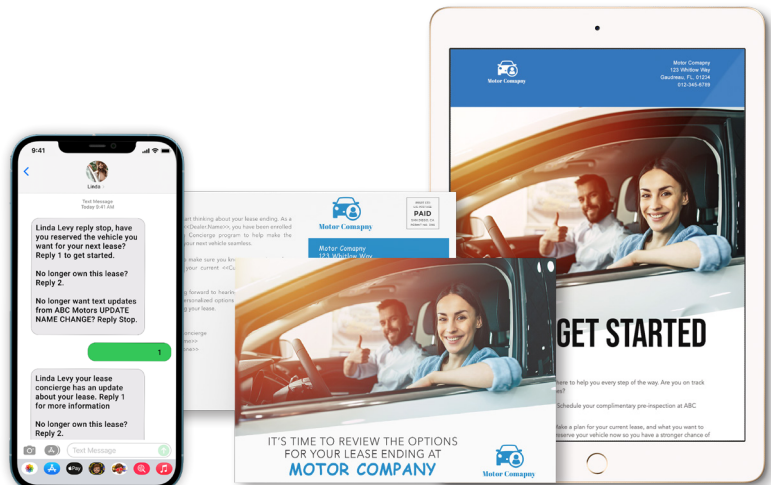
## Connect and Engage Your Customers Better, Anywhere

Activator Pro aims to provide a clearer picture of your customers and uses the latest technology that takes a dynamic multichannel approach. These actions deliver consistent messaging and create better customer experiences to increase your sales revenue.

## Engaging Lease Customers Earlier in Their Journey Before Lease-end

Activator Pro sends first-touch learnings and re-engagement journeys to customers using a combination of communication channels, including email, text, direct mail, and 1-to-1 communications.

- Identify specific customers that may be eligible for a new lease before many lease pull-ahead programs.
- Know when your customers are nearing the end of their leases to encourage confirmation of vehicle ownership, grow pre-orders, and increase upgrades to stay ahead of inventory shortages.
- Nurture customers throughout their journey by sending relevant lease-end messaging with frequent marketing that engages and promotes an increase in lease sales.
- A multichannel approach keeps the upgrade message in front of the customer until it is time to upgrade their lease, increasing conversations.



“They are [a] great way to get customers to get into a new, updated vehicle, with more modern features and technology.”

- Georgiana Gray | Nissan South Union City

# MEET DEALERSHIP GOALS WITH ACTIVATOR PRO'S FLEXIBLE SOLUTION

## Build Customer-centric, Personalized Marketing Journeys

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 Journey Example:

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

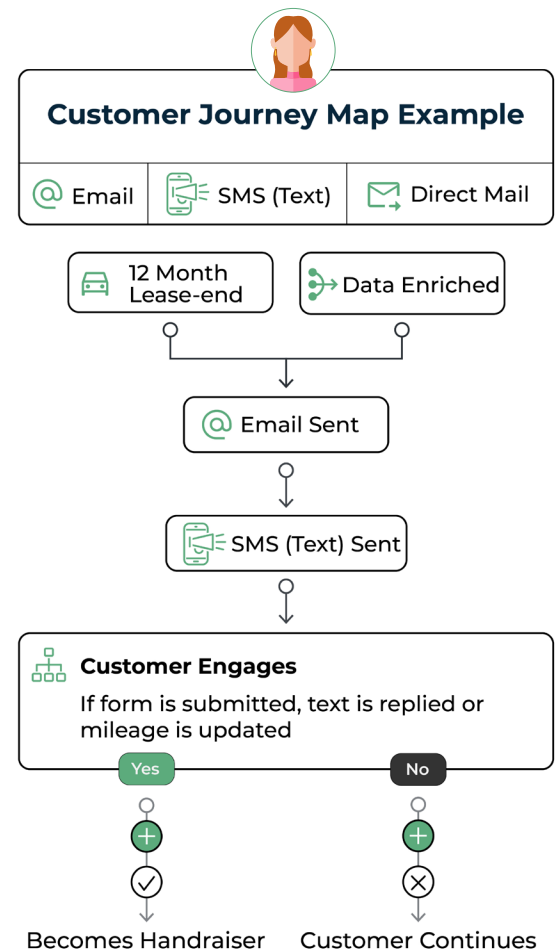
### Activator Pro Users See:



**+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.