

DELIVER SALES RESULTS WITH PRE-ORDER AND BUYBACK SALES JOURNEYS

Demand More From Your Marketing Solution

Your dealership needs a flexible marketing solution that secures more equity, pre-orders, and buyback opportunities, regardless of inventory levels.

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

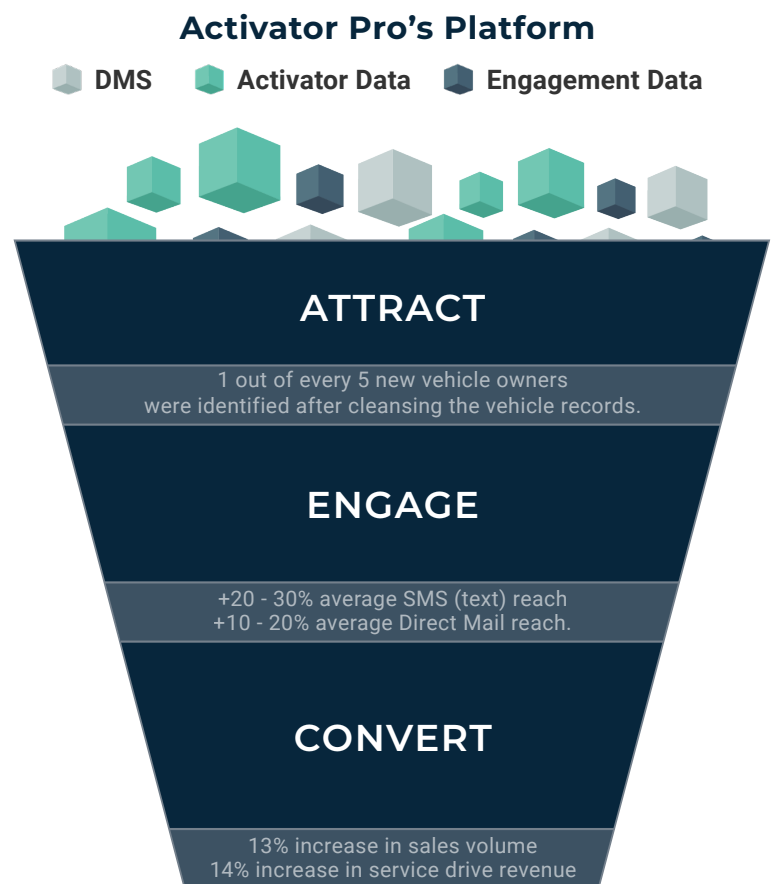
Traditional marketing consists primarily of email and doesn't consider the customer's journey, lifecycle stage, or method of engagement. Keep your dealership from falling behind due to an inability to pivot and grow with your customer's needs.

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 Customers with Pre-orders and Buybacks Sales Journeys

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

- Activator Pro's **pre-order messaging** encourage customers to reserve their next vehicle, giving the dealer more time to get them into the vehicle they are looking at.
- A **multichannel approach** keeps the pre-order and buyback messaging in front of the customer until it is time to upgrade or trade-in, increasing conversations.
- Calculations make it possible to determine if the customers are in an equity position, allowing them to get into a new vehicle well before the end of their term.
- Identify specific customers that still own their vehicles and may be eligible for vehicle buyback programs.
- Nurture customers throughout their sales journey by sending relevant, frequent marketing that engages and promotes increased sales revenue.



“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.

Sales Journey Example:

Current Sales Marketing	Multichannel Sales Journey
2 Standard Touchpoints <ul style="list-style-type: none"> 2 Recurring Emails Button links to dealer's trade page No hand raisers 	13 Standard Touchpoints <ul style="list-style-type: none"> 5 Automated Emails 2 Re-Engagement Emails 1 Direct Mail Piece (Optional) 5 Interactive SMS (Text) 1 Personalized Landing Page

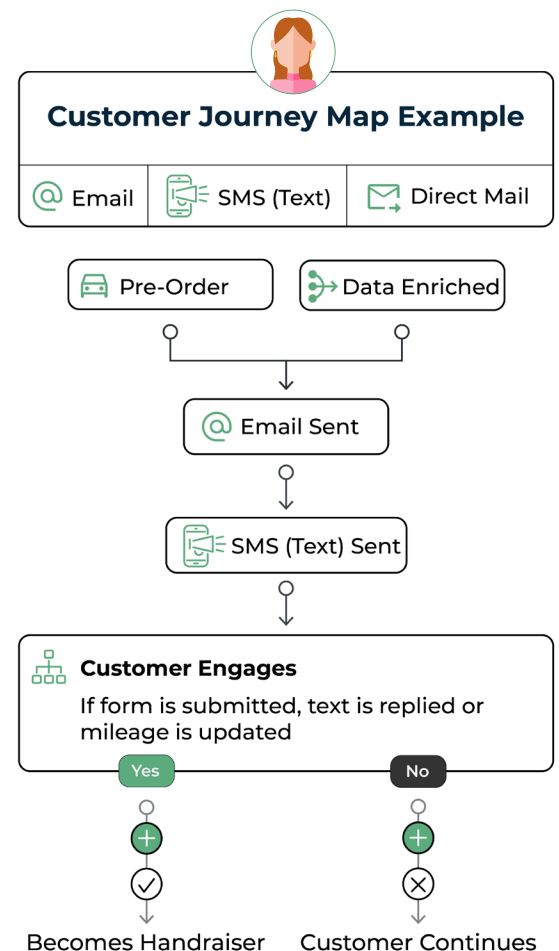
Activator Pro Users See:



+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.