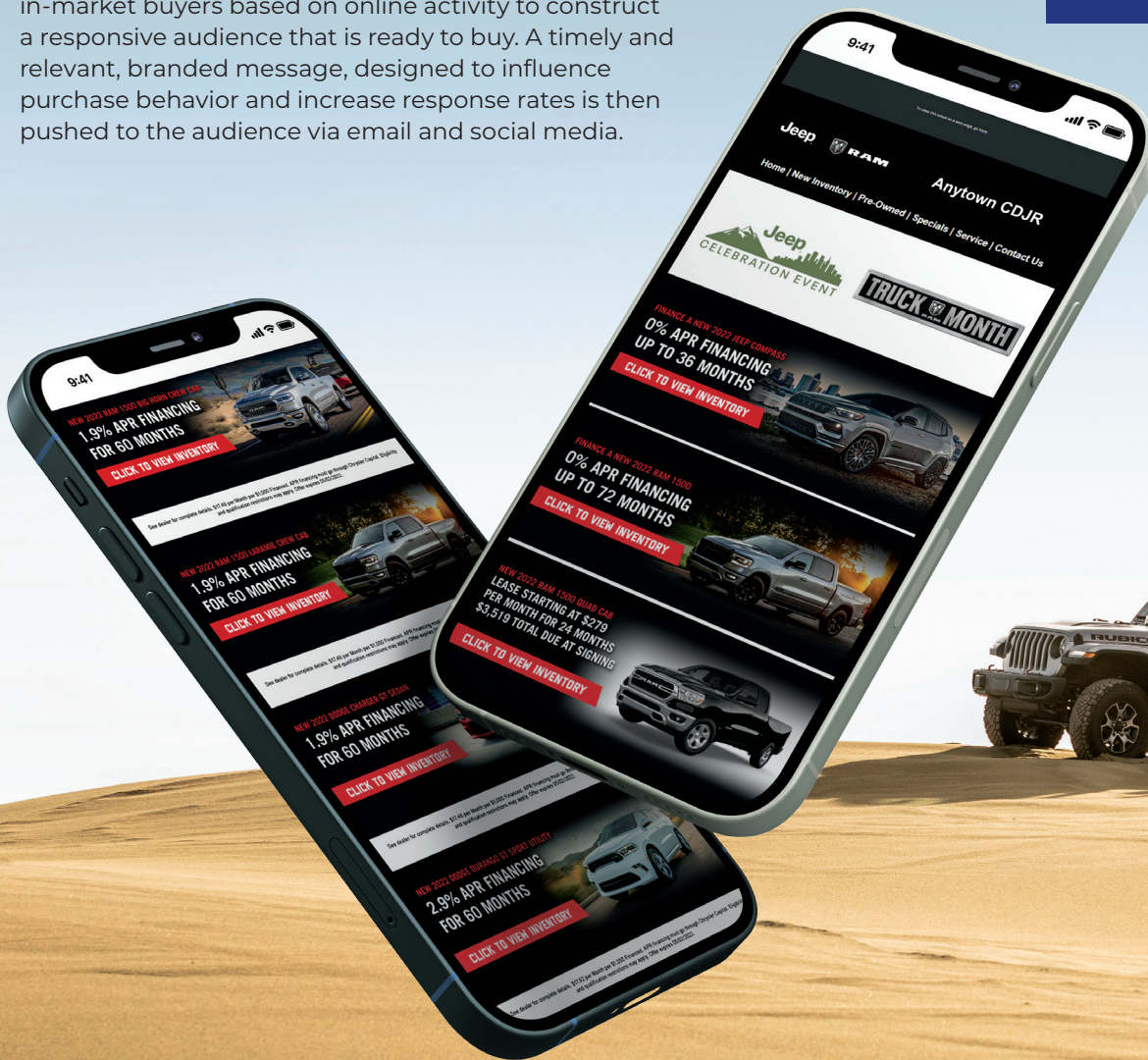


Extend your reach.

Make customer connections like never before.

Affinitiv targets service prospects by predicting in-market buyers based on online activity to construct a responsive audience that is ready to buy. A timely and relevant, branded message, designed to influence purchase behavior and increase response rates is then pushed to the audience via email and social media.

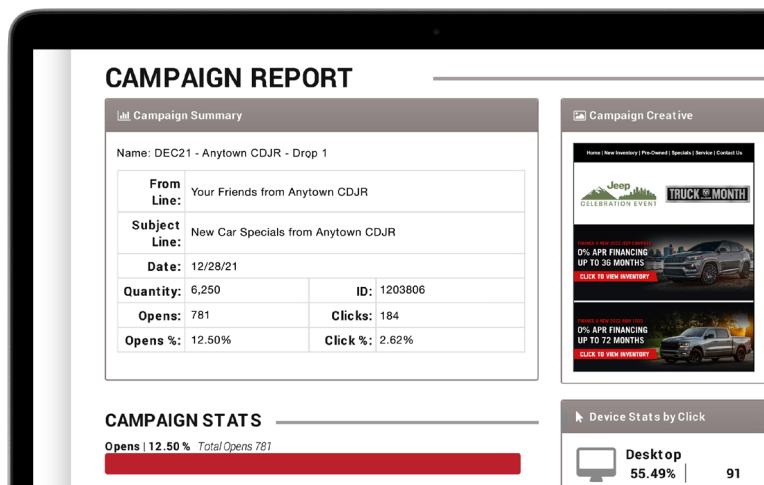
100%
T3AC Funds Eligible*
on Sales Campaigns Only



*Based on available funds.

Untapped Resource, New Customers

Affinitiv finds service prospects and predicts in-market buyers through their online activity, then delivers timely, relevant, branded communications that influence purchase behavior and increase response rates.



1 Choose Your Audience

- Super Responders: In-market consumers driven by important life events
- Over 200MM Auto Owners: Zero in on competing brand owners
- Over 200MM Consumers: Enhanced outreach through demographic targeting
- Independent Repair Facility Service Records

2 Select Your Geography

- Dealership Location: Local ZIP codes
- Rooftop Radius: 1-100 miles
- Metro Area: City/MSA
- Extended Reach: Broader geography ranges

3 Verify Results

- Verified Matching from Affinitiv's campaign data to dealership DMS sales data each month
- Postal Data Matching for sales verification is available upon request for any campaign
- Detailed Metrics & ROI Report delivered 7-14 days post campaign every month

Select Your Package

Package 1 Email Only	
Recurring Monthly Campaigns	
2 Email Deployments	10,000 Records
100% T3AC Funds	

Package 2 Email + Social	
Monthly Email + Social	
2 Email Deployments	10,000 Records
Social	20k Impressions
100% T3AC Funds	

Accelerate your dealership's performance with the powerful Affinitiv Newsletter.

Email open rates as high as 69%.

Make sure your customers automatically think of you—not your competition—when they're ready to purchase another vehicle or have their current one serviced. Professionally-written monthly newsletters from your store with intriguing **articles**, lifestyle **stories**, and helpful **how-to videos** catch their interest—and irresistible **sales and service offers**, personalized for them based on history and current incentives, bring them in. Plus, track all newsletter interaction through Affinitiv Newsletter's in-depth analytics—and make the most of each person's buying behavior.

Eligible for T3AC co-op funds on Sales Only Newsletters

Monthly average number of in-market shoppers exceeds

350 shoppers per month (sales and service opportunities)



Powered by the Affinitiv Atlas Digital Experience (DX) Platform, Newsletter allows you to dive deep to understand just what makes your customers loyal. We use proprietary data to tailor sales and service content and offers so they're valuable to your customer and beneficial to your bottom line. What's more, Newsletter allows you to monitor the shopping habits of your customers and sends automated follow-ups for the highest engagement and conversion rates.

Newsletter at a Glance

- Continuously reaches your entire customer base to identify in-the-market shoppers, ready to purchase, or service customers with prioritized content for you to follow up
- Helps you reach consumers in optimal trade-in position with their current vehicle and personalized equity offering**
- Serves vehicle-specific service-related content and offers based on customer's stage of the ownership lifecycle**
- Available ROI and engagement reporting gauges effectiveness and identifies new opportunities
- Leads are delivered to your CRM automatically
- Allows you to easily share dealership information: your news, lifestyle content, employee spotlights, targeted sales and service offers, community involvement initiatives, and more
- A team of professionals to assist you with your dealership's specific marketing needs, from content creation to generating potential article topics and so much more
- Access to a library of templated articles on a variety of dealership-centric topics that will add a personalized touch to your communications

Target follow up opportunities achieve

35% click-to-opens

powered by 

The Atlas Digital Experience Platform is focused on enriching the customer experience across the automotive lifecycle. The platform's predictive intelligence promotes the initial purchase, repurchase, and long-term loyalty to accelerate retailer and OEM performance.

**May require existing Quote or Enhanced DMS Marketing program enrollment.

