

Dominate Dealership Service, Retention & Conquest

Find Active Customers and Conquest Them

ServiceActivator, a core product on the Activator Platform, leverages smart technology to cleanse data, identify targets, reach customers, and conquest opportunities that are actively looking to service.



On average, Otto finds a new owner for 1 out of 5 cleansed records.



Email address validation on Activator cleansed new owner records.

With ServiceActivator, dealers can market seamlessly across critical customer touchpoints and positively impact their entire business and revenue using a single solution. Our intel platform follows the VIN, not the owner, allowing your dealership to market to who actually owns the vehicle, independent of the vehicle's owner history.

How it Works

- 01 **Cleanse Data**
Gather, analyze and cleanse dealer's data to identify new targets and opportunities
- 02 **Identify Owner**
VIN-specific data is gathered, identifying the current vehicle owner
- 03 **Prescribe Marketing**
Analyze and prescribe messaging based on buyer journey (beyond the DMS)
- 04 **Convert Customers**
Send relevant and engaging messaging to the right customer, proven to convert



FULLY AUTOMATED 24/7 BY "OTTO"

The Benefits From Using ServiceActivator

- Convert:** Identify new service customers in your market area
- Retain:** Boost customer loyalty through hyper-targeted 1:1 messaging
- Manage:** Improve online reputation, customer experience, and CSI
- Gain:** Deploy a fully automated solution with Otto, our AI assistant, the driving force behind ServiceActivator

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Gain a competitive advantage with ServiceActivator

- **Follow the VIN:** Market and engage with the actual vehicle owner, independent of the vehicle's owner history. VIN-specific data is gathered, identifying the current vehicle owner.
- **Service Retention:** Our team helps you understand your customer's lifecycle, creating superior customer experiences and customer loyalty that translate to revenue.
- **Service Conquest Opportunities:** Identify and target service conquest opportunities in your market and deliver correct, automated, relevant marketing that drives more service business, enabling your dealership to retain and sell vehicles.
- **Online Reputation Management:** Oversee the customer cycle, online reputation, CSI and SSI efforts to ensure customer transactions and reviews remain positive.
- **Multi-Channel Marketing and Communications:** Send relevant messages using the customer's preferred medium of communication, whether that is through email or direct mail.
- **Four Custom Emails:** Create four additional one-time email campaigns and target customers selected by you and your Regional Performance Manager on a monthly basis.
- **Declined Op-Code Targeting:** Send targeted messages to customers who visited your service drive and declined additional services needed. These messages keep your customers engaged and your service drive top of mind.
- **Introduction Messaging to the Parts Department:** Send new vehicle and service customers messages introducing your dealership's parts department with custom offers enabling engagement and future transactions.



Dedicated Regional Performance Manager: Provides on-site consults every six months, plus monthly reporting calls, to ensure your success.



The Results From Using Activator

\$3,545

Average First Service Revenue*

\$3,150

Average Lost Soul Revenue*

\$29,601

Average Customer Pay Revenue*
*per month

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