

A hand holding a smartphone, with the screen glowing and reflecting light. The background is filled with soft, out-of-focus bokeh lights in warm tones of yellow, orange, and white, creating a festive or celebratory atmosphere. The overall image is a vertical composition with a dark blue gradient at the bottom.

Affinitiv

CREATING CONNECTED CUSTOMERS FOR LIFE

Reach, Amplified.

It's what we all want. Targeted, effective marketing reach.

Affinitiv



We identify your target audience and speak directly to them throughout their customer journey: from market entry to point-of-sale, their first service appointment to major maintenance needs.

This may sound too good to pass up. And that's because it is.

Dynamic Data & Analytics

When a customer visits your dealership it's not luck, it's data. By harnessing it in the exact right way, Affinitiv creates a bridge between you and an opportunity to build loyalty, trust and revenue.

We tell your story to the right people, at the exact right time, using advanced data segmentation, sophisticated timing and multi-faceted customer tracking.

Marketing Technology

Through powerful, cutting edge digital marketing techniques and software products, we can create buyer traffic, effectively bring back inactive customers and improve their overall in-store experience.

Your sales and repair order count will rise, leading to a significant revenue boost - and a bottom line you can smile at.

Dealer Support

We're on your side from start to finish. Think of us as a go-to industry resource - we know you, your local area and your competition.

Our field team takes a hands-on approach to building your strategy. Our in-house creative team designs your campaigns. When questions arise or program tweaks are needed, our Client Care team is full of experts ready to help.

The Connectiv1 Solution Suite

- ▶ **Connectiv Customer**
- ▶ **Connectiv Digital**
- ▶ **Connectiv Service**
- ▶ **Connectiv Prospect**
- ▶ **Connectiv Analytics**

Let's explore our products. ▶

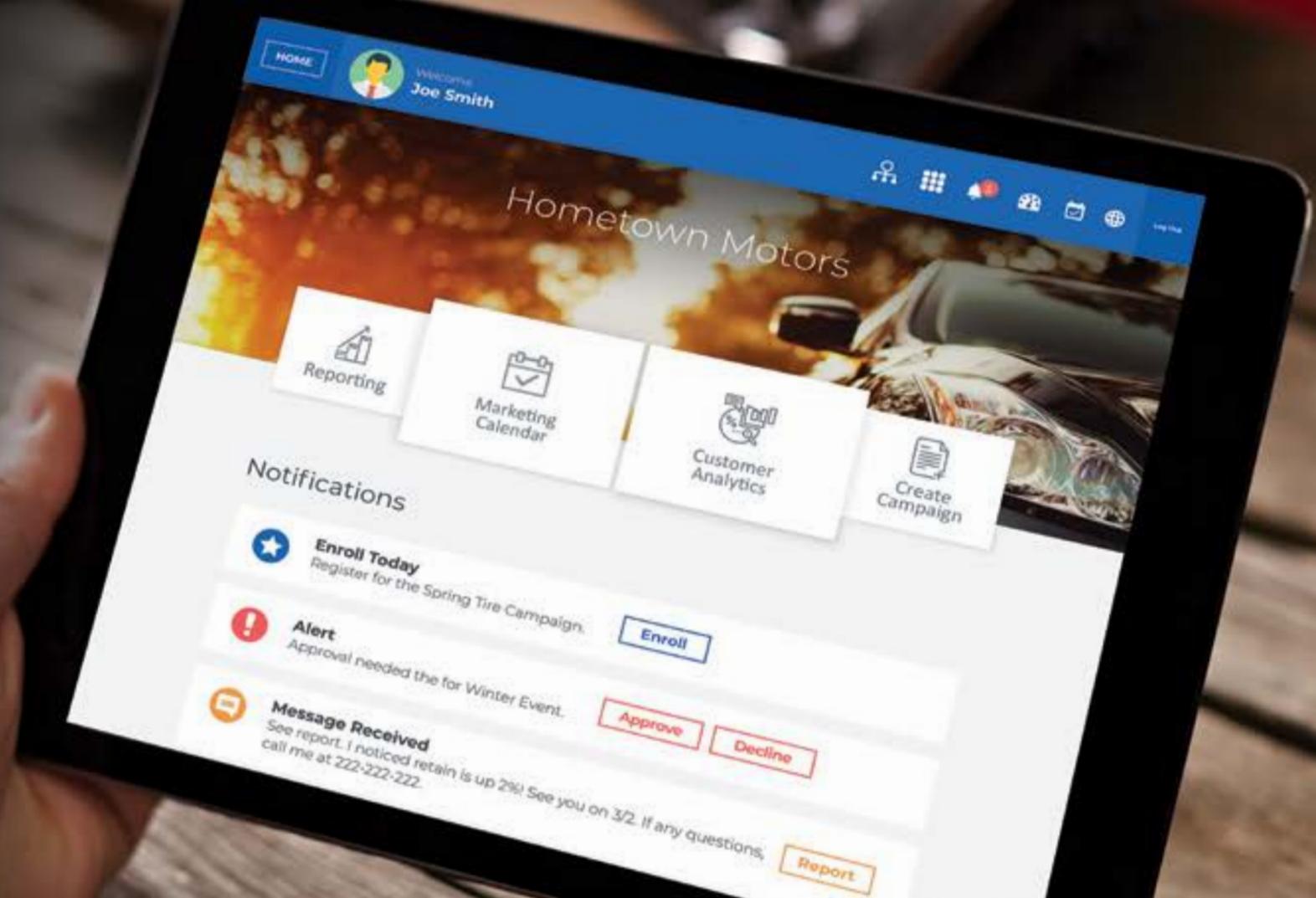
Connectiv1

A 360° view of customer, vehicle, dealership and campaign effectiveness - all in one place.

The Platform

Easy to use and fully interactive, Connectiv1 offers robust, comprehensive solutions connecting you to your customers at each stage of their vehicle journey.

Find Customer Profiles, Marketing Calendars, Owner Retention Plans, Results Reporting and more.



Connectiv CUSTOMER

CUSTOMER Lifecycle Marketing uses a multi-channel, always-on strategy to communicate with customers throughout their entire lifecycle, ensuring they become a customer for life.

Products:

- ▶ **Retain** your current customers
- ▶ **Grow** your database by adding digital channels
- ▶ **Maximize** your ROI by acquiring new customers

Connectiv DIGITAL

The **DIGITAL** suite helps you speak directly to your customers. Messaging tailored to their needs and shared through the channels they use most all lead to a more personalized experience.

Products:

- ▶ Social Roots 1:1
- ▶ Digital Package (SEM, Social Media, Display, Video)
- ▶ Dynamic Video
- ▶ eUnlimited

Connectiv SERVICE

SERVICE technology connects vehicles to your service lane by integrating communications and offers into the scheduling and in lane tablet experience.

Products:

- ▶ Service Scheduling
- ▶ In Lane Tablet
- ▶ Electronic MPI
- ▶ Text Messaging
- ▶ Mobile Bill Pay
- ▶ MyBDC

Connectiv PROSPECT

Find **PROSPECTS** as they shop online or by determining they are in-market for a vehicle purchase or service.

Products:

- ▶ Service & Sales Conquest
- ▶ OnDemand Campaigns
- ▶ Event Marketing
- ▶ Recall Management

Connectiv ANALYTICS

With advanced **ANALYTICS**, gain insights like never before. Up-to-the-minute data fuels machine learning, and valuable reports tell you what's working, and what strategy tweaks need to be made.

Products:

- ▶ Machine Learning Products
- ▶ VehicleMD
- ▶ Analytics Modeling
- ▶ Equity Scoring
- ▶ Vehicle Health & Next Best Offer

Connectiv CUSTOMER

Retain. Grow. Maximize.
Connectiv Customer is highly customizable based on the needs of dealerships, dealer groups and OEMs. We manage and create all campaigns in-house, allowing us to move fast and drive results.

Q: How do I build customer loyalty?

A: Affinitiv's multi-solution approach builds aftersales engagement, converts out of warranty customers and encourages repeat visits.



▶ **Retain** your current customers through a multi-channel approach

▶ **Grow** your database by adding digital channels

▶ **Maximize** your ROI by acquiring new customers

Connectiv Customer is highly customizable based on dealerships, groups and OEMs. Our ability to do everything in-house allows us to move fast and drive results.

Proven Results

Dealerships utilize our Connectiv Customer solution to...

 Reach
80%

more customers by integrating a multi-channel solution, targeting customers where they spend their most time: **online.**

 See a
55%

increase in response rate to communications

Connectiv DIGITAL

Our Digital Suite gives dealers the ability to enrich interactions with customers and drive value for dealerships by liquidating inventory faster and more efficiently.

Q: How can my dealership compete in a competitive marketplace?

A: By embracing a digital strategy.

- ▶ **Social Roots 1:1** integrates social media at key points throughout customer lifecycle
- ▶ **Digital Package** combines SEM, Social Media, Display & Video
- ▶ **Dynamic Videos** are customized with dealership, customer & vehicle data then drive viewers to a landing page for each communication
- ▶ **eUnlimited** is our online tool for developing and sending unlimited email campaigns

And the amazing part? Our team does it all in-house.
Not many (if anyone) can say that.

Proven Results

Our marketing experts implement strategies through Connectiv Digital that help clients see...



Average increase in reach when social media is added to a marketing plan



of viewers take direct action after watching a custom dynamic video

Connectiv SERVICE

As customers schedule service and pull into the service lane, our **TimeHighway** technology provides dealerships with a single view of their profile, history and the promotional offers sent through Connectiv Customer, keeping you in tune with them throughout their vehicle journey.

Q: How do I ensure each customer leaves happy?

A: Improved internal efficiency, combined with a seamless experience, leads to customer satisfaction and brand loyalty.

- ▶ **Service Scheduling** through TimeHighway
- ▶ **In Lane Service Tablet** helps standardize and reduce write up times
- ▶ **Electronic MPI** helps track and communicate repair needs to customers
- ▶ **Text Messaging** keeps customers informed throughout the process
- ▶ **Online Bill Pay** helps customers get on their way, quickly and easily
- ▶ **MyBDC** can answer overflow calls or book appointments for your dealership

Proven Results

Integrating a scheduling and in lane tablet solution has proven a...



40%

Increase in Revenue
from Repair Orders



12.4%

Higher Retention
Vs. Walk-in customers

Connectiv PROSPECT

We find prospects and predict in-market buyers through their online activity, then deliver timely, relevant, branded communications that influence purchase behavior and increase response rates.

Q: How do I win qualified sales and service leads?

A: With smart technology that identifies interest and intent.

► Sales & Service Conquest

- Reanimate unsold CRM leads
- Create in-market audiences by using credit, life event, competitive vehicles and other data sources
- Find 2nd & 3rd owners of your brand that are not currently in your database
- Liquidate inventory by finding lower funnel shoppers

► **OnDemand Campaigns** for the seasons, events and holidays through the year

► **Event Marketing** from invites to RSVPs to bringing the balloons

► **Recall Management** ensures customers are notified through a comprehensive multi-channel strategy

Proven Results

Our Connectiv Prospect solution helps dealers...



Achieve an average return of

\$184:\$1



Increase open rates by

11%

with professionally designed, strategic campaigns

Connectiv ANALYTICS

Intelligent data powers these solutions so over time your long term strategy not only gets better, it gets smarter.

Q: How can my dealership increase response rates on declined services?

A: Allow machine learning to find more declines so you don't have to rely on a manual process.

- ▶ **Machine Learning Products** drive more decline service communications
- ▶ **VehicleMD** uncovers service opportunities that might be easy to miss
- ▶ **Analytics Modeling** uses current and historical data to predict future needs
- ▶ **Equity Scoring** leverages existing customers who may be in the market to buy
- ▶ **Vehicle Health & Next Best Offer** keeps customers informed with data driven vehicle health updates and sales offers

Proven Results

Connectiv Analytics leads to a...

 **94%**
conversion rate of
out of warranty customers.


15-25%
Increase in declined service
communications.

Seize Your Opportunity

Ready to get started?

Contact us to begin building a custom marketing strategy.

Call **844.378.0200** or email **solutions@affinitiv.com**.



Affinitiv

844.378.0200

300 S. Wacker, Suite 900
Chicago, IL 60606

affinitiv.com
solutions@affinitiv.com

Stay Connected

