



# Essentials

Ownership Marketing

**3,000+**  
dealer-centric templates  
to manage your marketing strategy

# Automated. Tailored. Profit-driving.

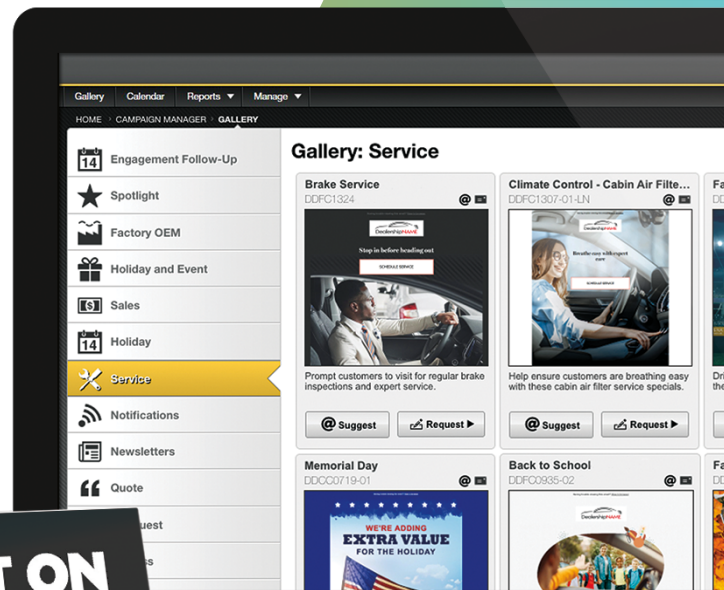
Increase traffic with targeted, engaging, multi-channel customer marketing.

Affinitiv Essentials is the industry's premier all-in-one marketing solution. Driving customer engagement, it differentiates your dealership and builds relationships that lead to repeat sales and service. Engage customers via automated touchpoints, or with our industry-leading, on-demand gallery of campaigns. With a customized mix of email, mail, SMS, voice, ringless voicemail, and social formats, you can be sure your message will be sent—and received—while minimizing cost and maximizing profit.

Essentials even leverages predictive intelligence within the Affinitiv DataIQ platform to identify key customer indicators of those looking to upgrade or service their vehicles.

## Key Features:

- AI-enabled declined repairs automated trigger identifies an average of 55% more declined repairs over advisor-dependent, manual process, resulting in an average incremental annual benefit of \$10K per retailer
- Non-opener retargeting campaigns generate a 45% lift in open rates over traditional campaigns
- AI-driven campaigns consistently achieve 3x higher response rates compared to traditional campaigns
- In-depth reporting and user-friendly dashboards
- Proven list build recommendations
- Customizable campaign elements
- No launch limits or hidden fees



**COUNT ON  
EXPERT CARE  
FOR EVERY  
CHANGE.**

# Cut through the clutter with best-in-class customized, critically-timed messages that ensure the most relevant content for every customer.

## Maximize reach through the most appropriate channels

- Utilize multiple channels to reach out to your entire customer base anytime with on-demand campaigns in email, mail, SMS, voice, ringless voicemail, and social. All emails are responsive, mobile-friendly, and optimized for results
- Ensure ongoing engagement with customers via automated trigger campaigns
- Make monthly, quarterly, and annual planning simpler than ever before with a built-in marketing calendar that intuitively coordinates with your active campaign launch dates
- Enable your staff and management to explore campaign results and usage reports with just a few clicks via in-depth reporting and user-friendly dashboards
- Full ROI reporting shows deals and ROs generated from your on-demand campaigns and triggers, so there is no guessing if the tool is working effectively

## Add customization to put your messages front and center

- Ensure your message is reaching the right customer at the right time with accurate, proven customer targeting recommendations
- Find the flexibility and engagement you've been looking for with customizable smart coupons, build-your-own email templates, interchangeable email headers, and animated GIF options



## Extend your reach and increase response rates with Affinitiv Direct Mail

### **DIRECT MAIL**

Use in addition to Essentials to boost existing trigger notifications or send separate communications for conquering and more. Affinitiv Direct Mail personalizes and tailors individual messaging to create targeted, effective promotions that lift engagement and increase revenue.

