

Increase Customer Lifetime Value

Atom allows your dealership to cut through the clutter and reach customers with relevant and timely communications by providing retention-focused communications across direct mail, automated email, social media, online video, contextual display, and live BDC calls.



atom

FULL FUNNEL FIXED-OPS MARKETING

Dealerships need to approach service retention and reactivation marketing with a **full-funnel approach**.

\$44:\$1

Average Return on Investment

31%

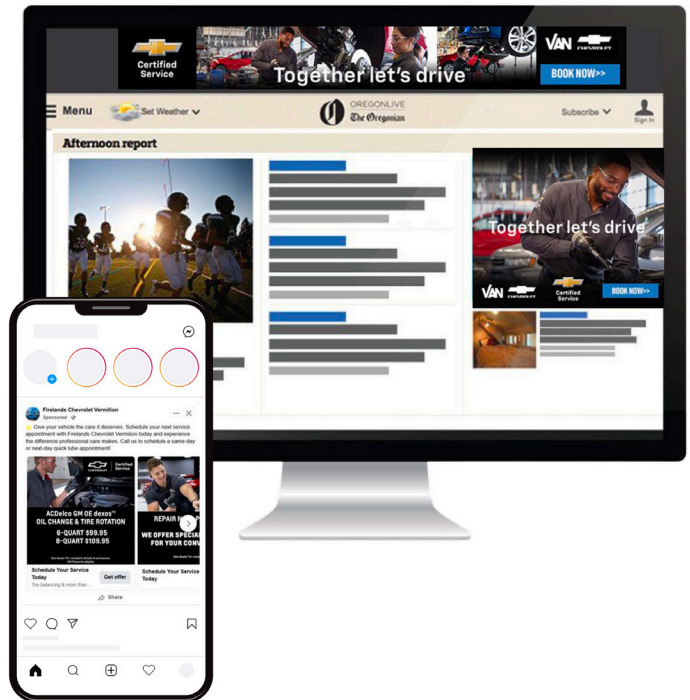
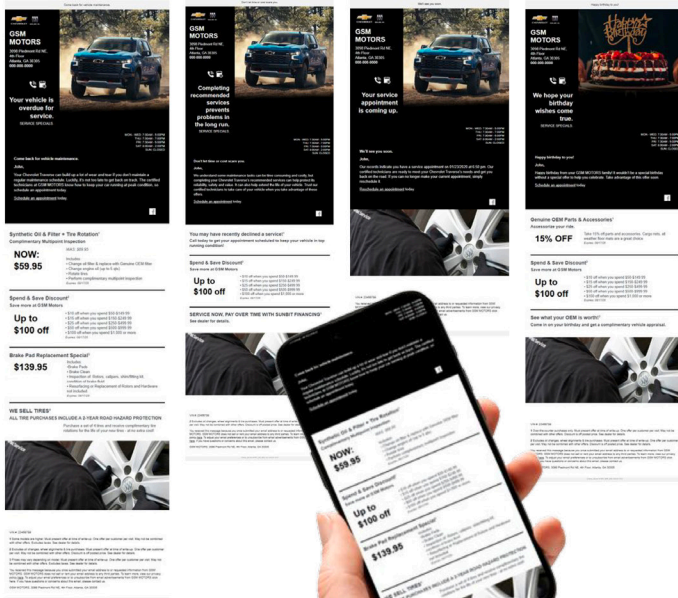
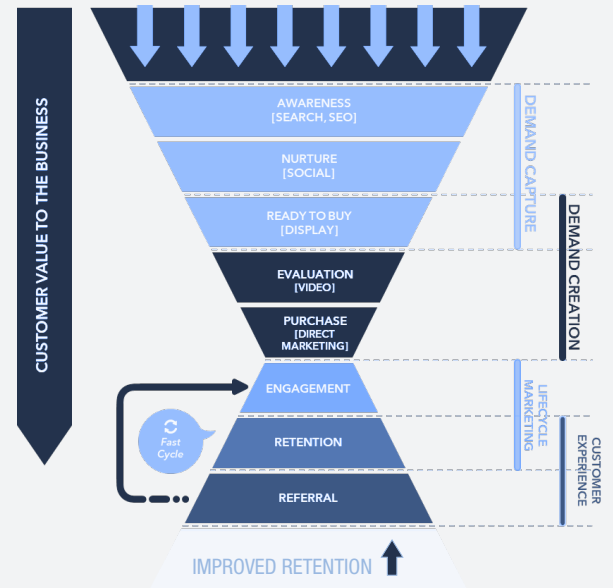
Lift in CPRO Response Rates

\$21

Average cost per lead with Atom Digital

+6%

Retention Rate Year-over-Year



Service Based
Communications

Event Based
Communications

Service-to-Sales
Based
Communications

Promotional Sales &
Service Campaigns



A customizable lifecycle marketing journey built to increase retention and reactivate lost customers.

Average Results

↑ **31%** Lift CPRO Response Rates

↑ **59%** Service Conversion Increase with Atom Digital



INCLUDES

Welcome New
Welcome Used
Anniversary
Lease End
End of Warranty
Service Thank You
Engine Coolant (Dex-cool)
Service Reminder (5mos prior, 1,10,12 mos past)
Winback (14, 18, 22 mos past)
Declined Service Visit
Performance Reporting Dashboard
Client Success Manager
DMS Integration & Hygiene
Winbacks (4 custom)
Service On-Demand Email Access
Paid Search: Service & Parts
Social: Service & Parts

ATOM CLM CORE

EM/DM*

EM/DM*

EM/DM*

EM/DM*

EM/DM*

EM

EM/DM*

EM/DM*

EM/DM*

X

X

X

X

\$2,521

ATOM CLM ADVANCED

EM/DM*

EM/DM*

EM/DM*

EM/DM*

EM/DM*

EM

EM/DM*

EM/DM*

EM/DM*

X

X

X

X

EM/DM*

EM

\$3,223

CLM FULL-FUNNEL

EM/DM*

EM/DM*

EM/DM*

EM/DM*

EM/DM*

EM

EM/DM*

EM/DM*

EM/DM*

X

X

X

X

EM/DM*

EM

X

X

\$4,768

Monthly Investment*
Direct Mail Billed Separately

PRODUCTS

INVESTMENT

CLM Trigger - Welcome Kit Direct Mail:

\$3.60

CLM Trigger Audiences - Personalized Direct Mail: 18 x 5.25 Bi-Fold

\$1.85

Personalized Direct Mail - Promotional Campaign: 10"x6" Postcard*

\$1.67

Personalized Direct Mail - Promotional Campaign: 8.5"x11" Postcard*

\$1.66

Personalized Direct Mail - Promotional Campaign: 6"x4.25" Postcard*

\$1.36

Postal Code Targeting Mail - Promotional Campaign: 10"x6" Postcard*

\$1.42

Postal Code Targeting Mail - Promotional Campaign: 8.5"x11" Postcard*

\$1.41

Postal Code Targeting Mail - Promotional Campaign: 6"x4.25" Postcard*

\$1.10

Neighbourhood Mail - Promotional Campaign: 10"x6" Postcard*

\$1.02

Neighbourhood Mail - Promotional Campaign: 8.5"x11" Postcard*

\$1.01

Neighbourhood Mail - Promotional Campaign: 6"x4.25" Postcard*

\$0.70

BDC Outbound Calls

\$5.53

Per Record / Per Month. Upto 2 Outbound calls per record. Schedule Appointments & Lead Generation for Lost Service, Declined Repairs and other audiences. ADF/CRM Lead injection, Custom Email Lead Alerts