

## 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.



### 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%**

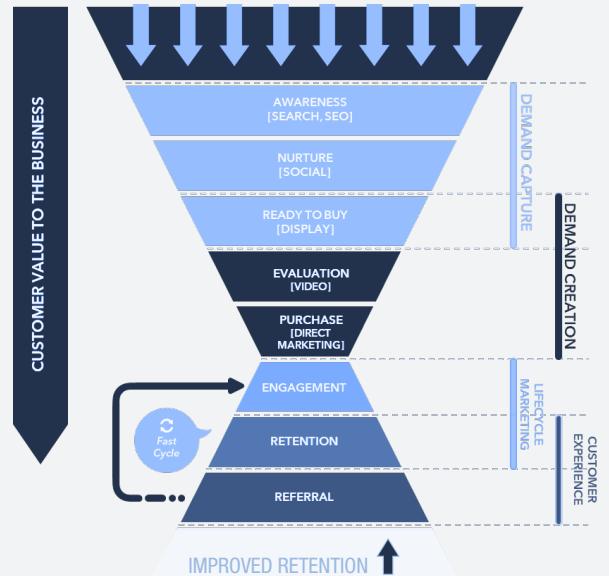
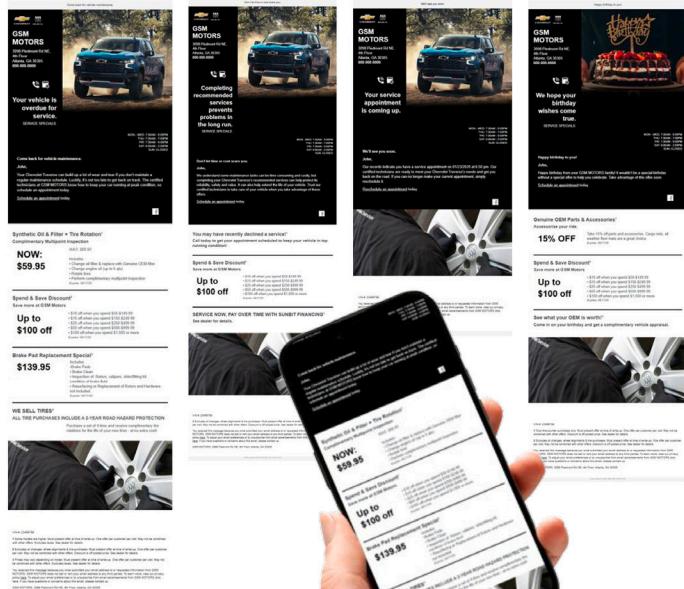
Lift in CPRO Response Rates

**\$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

EM/DM\*

EM

### 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

### 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

**Monthly Investment\***  
Direct Mail Billed Separately

**\$2,521**

**\$3,223**

**\$4,768**

### 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
<b>BDC Outbound Calls</b>	<b>\$5.53</b>

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