

**ActivEngage**



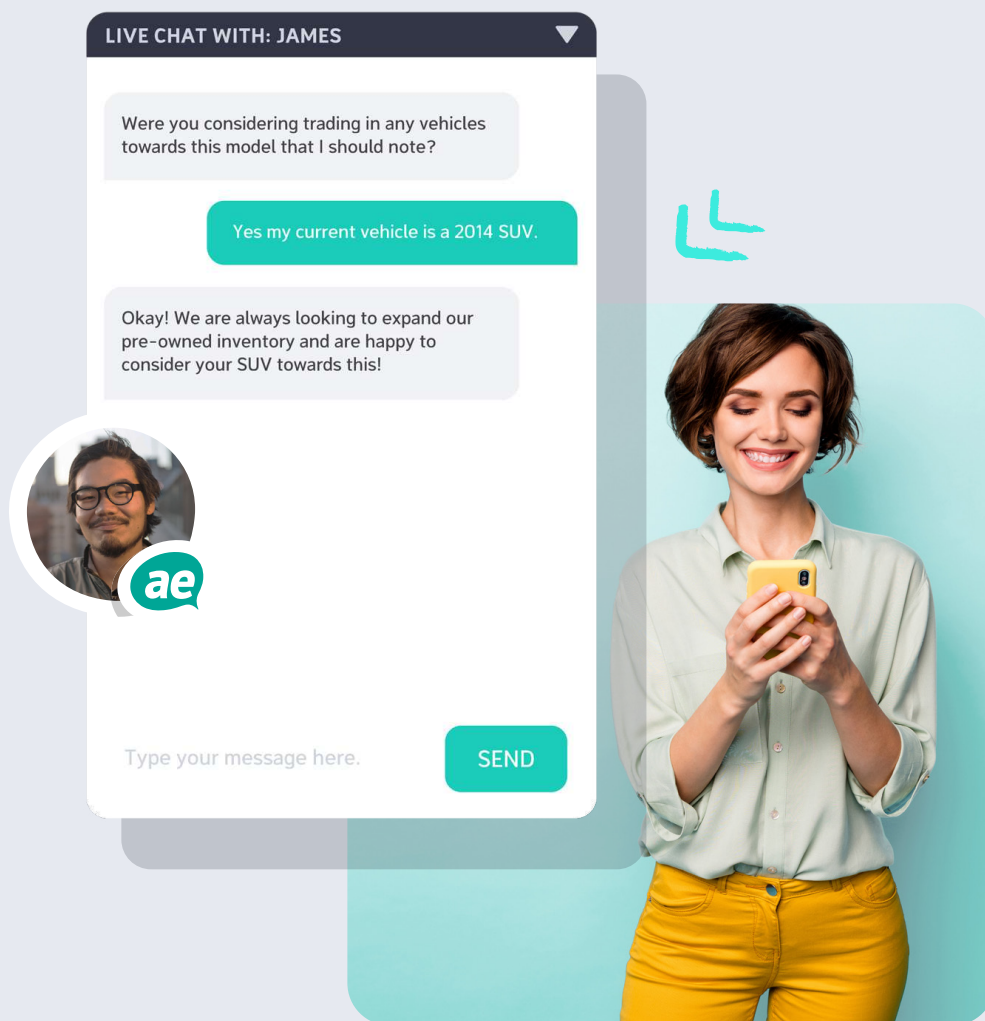
Digital Certified Program

2024



## Fully-Managed **Solutions**

ActivEngage provides the most trusted managed messaging services and software to dealerships, automotive groups, and manufacturers around the world. With ActivEngage's professional team of Customer Engagement Experts trained to answer inquiries and generate additional sales opportunities on your behalf, your team can focus on what they do best: selling cars.



### ACTIVENGAGE CONTACT

[eric@activengage.com](mailto:eric@activengage.com)

### GENESIS CONTACT

[www.genesiscdmp.com](http://www.genesiscdmp.com) | [info@genesiscdmp.com](mailto:info@genesiscdmp.com) | 833-711-4172



# DIGITAL CERTIFIED PROGRAM Fully-Managed **Solutions**

*Best Value*

| <b>Features</b>  | <b>Silver<br/>\$619</b> | <b>Gold<br/>\$719</b> | <b>Platinum<br/>\$919</b> | <b>Black<br/>\$1,219</b> | <b>Private<br/>\$1,519</b> |
|--|-------------------------|-----------------------|---------------------------|--------------------------|----------------------------|
| <i>24/7 Chat &amp; Text on Your Website</i> <sup>1</sup> | ✓                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>Carfax</i>  | ✓                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>A Dedicated Customer Care Specialist</i> <sup>2</sup> | ✓                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>Robust Reporting</i>                                  | ✓                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>ActivAlerts</i>                                       | ✓                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>Google Business Messaging</i>                         | ✗                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>Google Ad Access</i>                                  | ✗                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>3 SMS Numbers</i> <sup>1</sup>                        | ✗                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>Facebook + Ads Messenger Integration</i>              | ✗                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>Apple Business Chat</i> <sup>3</sup>                  | ✗                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>Department Lead Routing</i>                           | ✗                       | ✓                     | ✓                         | ✓                        | ✓                          |
| <i>ServiceConnect</i>                                    | ✗                       | ✗                     | ✓                         | ✓                        | ✓                          |
| <i>MyDrive Video</i>                                     | ✗                       | ✗                     | ✓                         | ✓                        | ✓                          |
| <i>Direct to Messenger from Online Ads</i>               | ✗                       | ✗                     | ✗                         | ✓                        | ✓                          |
| <i>OfferUp Messaging</i>                                 | ✗                       | ✗                     | ✗                         | ✓                        | ✓                          |
| <i>Exclusive Autotrader + KBB Messaging</i>              | ✗                       | ✗                     | ✗                         | ✓                        | ✓                          |
| <i>RetailSync Messaging</i>                              | ✗                       | ✗                     | ✗                         | ✗                        | ✓                          |

<sup>1</sup> SMS Carrier Charge Passthrough - \$12- AT&T, Verizon and T-Mobile Sprint A2P - 10DLC Charges for each SMS number used by the account.

### ***A Dedicated Customer Care Specialist***

<sup>2</sup> This person will be in regular contact with the dealership to discuss best practices, monthly statistics reporting and analyses with recommendations for optimizing the results from ActivEngage services. Additionally, they will partner with the dealer to best leverage specials and incentives.

<sup>3</sup> Coming soon.

Prices displayed above are recurring monthly payments. Features available, except for states where not allowed by law.

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# Self-Managed **Software Solutions**

ActivEngage offers its proprietary web-based software so that your own staff can connect and build relationships with online customers in real-time. ActivEngage has ranked four times as a Top Rated Chat Product Award Winner in the DrivingSales Dealer Satisfaction Awards and is a five-time Award Winner in the Dealers' Choice Awards.

The screenshot shows the ActivEngage web-based chat console. The browser address bar displays "https://console.activengage.com". The navigation menu includes "Chats", "Monitor", "Visitors", "Queues", "Reports", "Admin", and "Help". A user profile icon shows "100" and "user.n". The main chat window is titled "Sonia Bradshaw Trent J Levy Tucker Automotive Yes, my email is sonia.br". The chat history shows the following messages:

- Sonia Bradshaw - 1:59:36**: Hello, I'm looking to finance a car, preferably 2019 or newer.
- 2:00:45 - Trent J**: Hi Sonia, thanks for chatting in. My name is Trent. I'd be happy to help you in your search for your new car!
- 2:00:58 - Trent J**: How soon are you looking to make your decision?
- Sonia Bradshaw - 2:01:34**: In the next week or so. I want to trade in my old vehicle.

The chat input field contains the text "Type your message here..." and a "Send" button. A status bar at the bottom indicates "Sonia is saying: Yes, my email is sonia.br". A red scribble is present at the bottom of the screenshot.

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DIGITAL CERTIFIED PROGRAM  
Self-Managed **Software Solutions**

| <b>Features</b>                                  | <b>Best Value</b>   |                          |                          |
|--|---------------------|--------------------------|--------------------------|
|  | <b>Lite</b><br>\$79 | <b>Standard</b><br>\$249 | <b>Platinum</b><br>\$399 |
| <i>Web-Based Console</i>                         | ✓                   | ✓                        | ✓                        |
| <i>Unlimited Users</i>                           | ✓                   | ✓                        | ✓                        |
| <i>Carfax Integration</i>                        | ✓                   | ✓                        | ✓                        |
| <i>Lead Capture + CRM Integration</i>            | ✓                   | ✓                        | ✓                        |
| <i>14 Language Translation</i>                   | ✓                   | ✓                        | ✓                        |
| <i>Chat Reporting &amp; Analytics</i>            | ✓                   | ✓                        | ✓                        |
| <i>Customizable User Permissions &amp; Roles</i> | ✓                   | ✓                        | ✓                        |
| <i>Mobile Application</i>                        | ✗                   | ✓                        | ✓                        |
| <i>Department Lead Routing</i>                   | ✗                   | ✓                        | ✓                        |
| <i>Visitor Geo-Location</i>                      | ✗                   | ✓                        | ✓                        |
| <i>PreRead™ Shopper Responses in Chat</i>        | ✗                   | ✓                        | ✓                        |
| <i>Website Visitor Analytics</i>                 | ✗                   | ✓                        | ✓                        |
| <i>Clickpath Navigation</i>                      | ✗                   | ✓                        | ✓                        |
| <i>SMS Texting</i>                               | ✗                   | ✓                        | ✓                        |
| <i>Behavioral Targeting</i>                      | ✗                   | ✓                        | ✓                        |
| <i>Account Support</i>                           | ✗                   | ✓                        | ✓                        |
| <i>Google Business Messaging</i>                 | ✗                   | ✓                        | ✓                        |
| <i>ActivAlerts</i>                               | ✗                   | ✗                        | ✓                        |
| <i>QualiFi Prescreens</i>                        | ✗                   | ✗                        | ✓                        |

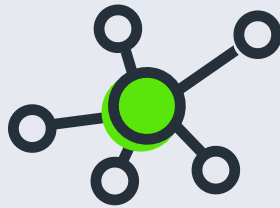
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## Add-On **Enhancements**

ActivEngage offers additional services that are built to enhance core communication products. From behavioral offers to broader communication channels and beyond, the following enhancements have been made available to you at special rates through your OEM program.

**Claim Your**  
**\$250 OFF**  
**any vehicle today!**

First Name  Last Name

Phone  Email

**CLAIM OFFER**

[Terms & Conditions](#) [No Thanks](#)

ActivTarget Offer Example

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## DIGITAL CERTIFIED PROGRAM Add-On **Enhancements**



### **ActivTarget**

*Behavioral incentives that increase lead volume & boost test drives.*

<https://www.activengage.com/activtarget/>

**\$379**  
per month



### **MyDrive Video**

*Share game-changing vehicle videos during dealer live chats at the touch of a button.*

<https://www.activengage.com/mydrive/>

**\$199**  
per month



### **RetailSync Messaging**

*ActivEngage integrates with Cox Automotive Digital Retailing, Darwin Automotive, and CDK / Roadster platforms.*

<https://www.activengage.com/retailsync/>

**\$249**  
per month



### **Exclusive Autotrader + KBB Messaging**

*Launch SMS/chat conversations directly from Autotrader listings.*

**\$99**  
per month



### **ServiceConnect\***

*Fill your service lanes and increase your average profit per RO with fully integrated in-chat scheduling. ActivEngage integrates with CDK, Time Highway and XTime platforms.*

\*Only Available for Fully-Managed Solution Customers

**\$179**  
per month



### **OfferUp Messaging Integration**

*Messaging on the largest mobile marketplace in the U.S.*

<https://www.activengage.com/offerup/>

**\$99**  
per month



### **SMS Carrier Charge (Per Number)**

*Monthly service charge per active SMS-enabled phone number.*

**\$12**  
per month

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