

# MANAGED MESSAGING PACKAGES



## ActivEngage Fully-Managed Solutions

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

## Messaging Package Features

| Features   | Technology<br>\$599                 | A-Spec<br>\$899                     | Advance<br>\$1,499                  |
|--|-------------------------------------|-------------------------------------|-------------------------------------|
| Web-Based Console                                | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Unlimited Users                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Carfax Integration                               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Lead Capture + CRM Integration                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Mobile Application                               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 14 Language Translation                          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Department Lead Routing                          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Chat Reporting & Analytics                       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Customizable User Permissions & Roles            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Visitor Geo-Location                             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| PreRead™ Shopper Responses in Chat               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Website Visitor Analytics                        | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Clickpath Navigation                             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| SMS Texting                                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Behavioral Targeting                             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Account Support                                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ActivAlerts                                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| QualiFi Prescreens                               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Backup   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 24/7 Chat & Text on Your Website                 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| An Assigned Business Specialist                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Google Ad Access                                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Facebook Messenger Integration                   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Apple Business Chat*                             | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| MyDrive Experience - Video Test Drives           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Direct to Messenger from Online Ads              | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ServiceConnect - Enhanced Service Scheduling     | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Guided Messaging - Digital Retailing Integration | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| ActivTarget                                      | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| OfferUp Messaging                                | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| OfferUp Inventory                                | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Autotrader Messaging                             | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

\*Apple Business Chat feature coming soon.

## Additional Package Add-Ons

| Features  | Price  |
|---|--------|
| Guided Messaging (Digital Retailing Integration)    | \$ 249 |
| ActivTarget   | \$ 379 |
| OfferUp Messaging                                   | \$ 99  |
| Autotrader Messaging                                | \$ 99  |
| SMS Carrier Charge per Number (Pass Through Charge) | \$ 12  |

## Omnichannel Messaging for All Departments

ActivEngage Managed Messaging connects customers on your website (desktop and mobile), Facebook, Google, Craigslist, and Offerup to our highly-trained professionals, 24/7. We take on any type of conversation with confidence: including sales, service, parts, finance, and customer service.

## High-Quality Hires Equals High-Quality Results

We'll never stop believing that great people are what make a business grow and succeed. That's why our omnichannel managed messaging services only utilize real, highly-trained people who bring their personal touch and human experience to each and every conversation.

## Features that Boost Quality

ActivEngage Customer Engagement Experts (CEEs) use specialized tools to present every customer with the information they need, along with your dealership's specific offers and messaging. We are a true extension of your dealership!

## Our Team Achieves Unmatched Results in the Automotive Industry

Because of our continuous training and productive management structure, ActivEngage CEEs are able to gather specific data regarding customer preferences as well as motivate customers to visit your dealership better than any other communication agents in the industry.

On average, our CEEs convert 80% of the conversations they have into qualified leads, which include first and last name, email address and/or phone number. In addition, 25% of our qualified leads result in a physical appointment to your showroom.

## Extensive Auto-Industry Partnerships and Integrations

With our industry-leading managed messaging and engagement solutions, digital retailing and service scheduling integrations, and our highly flexible software, ActivEngage brings incredible value to our dealer partners. All of these factors set the stage for the highest possible quality sales conversions and a seamless customer experience across all departments!