



Chatting With James R.

CUSTOMER:

I'm looking to trade in my car and get a larger one, probably an SUV.

ACTIVENGAGE AGENT:

Hi Jessica, thanks for messaging with us today! My name is James. I'd be happy to assist you with your trade!

We're always looking to expand our trade-in inventory. Is there a particular SUV or vehicle that you're interested in learning more about?

CUSTOMER:

Thanks James! I'm just looking to get a car with bigger trunk space. I've outgrown my current car!

ACTIVENGAGE AGENT:

I totally get it, sometimes I have to borrow my brother's SUV when I have to haul something big like a TV. Just a moment while I pull up some SUV options for you!

CUSTOMER:

Sounds perfect, thanks!

# 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.

LIVE CHAT WITH: JAMES

Were you considering trading in any vehicles towards this model that I should note?

Yes my current vehicle is a 2014 SUV.

Okay! We are always looking to expand our pre-owned inventory and are happy to consider your SUV towards this!

Type your message here. **SEND**

ae

## ACTIVENGAGE CONTACT

For questions, please contact Eric Schlesinger at [eric@activengage.com](mailto:eric@activengage.com)



DIGITAL CERTIFIED PROGRAM  
**Fully-Managed Solutions**

*Best Value*

<b>Features</b>	<b>Silver \$619</b>	<b>Gold \$719</b>	<b>Platinum \$919</b>	<b>Black \$1,219</b>	<b>Private \$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 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 - Enhanced Scheduling</i>	✗	✗	✓	✓	✓
<i>MyDrive Experience - Video Test Drives</i>	✗	✗	✓	✓	✓
<i>Direct to Messenger from Online Ads</i>	✗	✗	✗	✓	✓
<i>OfferUp Messaging</i>	✗	✗	✗	✓	✓
<i>OfferUp Inventory</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 displays the ActivEngage web-based software interface. At the top, there is a navigation bar with the ActivEngage logo and menu items: Chats, Monitor, Visitors, Queues, Reports, Admin, and Help. On the right side of the navigation bar, there are two buttons: a heart icon with '100' and a user icon with 'user.na'. Below the navigation bar, the main interface is divided into three sections. On the left, there is a vertical list of chat bubbles, each with a circular profile picture and a text preview. The central section shows a chat conversation with a customer named Sonia Bradshaw and a representative named Trent J. The chat history includes the following messages:

- Sonia Bradshaw** - 1:59:36: Hello, I'm looking to finance a car, preferably 2019 or newer.
- Trent J** - 2:00:45: Hi Sonia, thanks for chatting in. My name is Trent. I'd be happy to help you in your search for your new car!
- Trent J** - 2:00:58: 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.

At the bottom of the chat window, there is a text input field with the placeholder text "Type your message here..." and a "Send" button. Below the input field, it says "Sonia is saying: Yes, my email is sonia.br". On the right side of the chat window, there is a vertical list of chat bubbles, each with a circular profile picture and a text preview. A large, stylized red wavy line is drawn across the bottom of the screenshot.

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# DIGITAL CERTIFIED PROGRAM

## Self-Managed Software Solutions

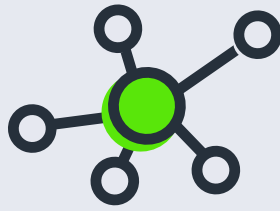
*Best Value*

<i>Features</i>	<b>Lite</b> \$79	<b>Standard</b> \$249	<b>Platinum</b> \$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>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 Experience**

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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***ActivEngage***