

ACTIVENGAGE + AUTOTRADER + KELLEY BLUE BOOK

Answer every lead with managed chat and text.

Through a seamless integration, powered by ActivEngage, this service will answer chats and text messages on your behalf and deliver them directly to your CRM.

Activating ActivEngage on your listings:

- **Improved Connectivity and 24/7 Personalized Support**
Engage in unscripted and threaded conversations across different platforms and get expert support from a quality-controlled environment. You'll talk with a team of well-trained experts who can give you personalized and flexible support.
- **Choose the option that works best for you**
 - Self-Managed Service – the best-in-class platform enables you to seamlessly monitor, respond and analyze your chat and text conversations.
 - Co-Managed (24/7) Service – All chats and texts are answered by specially trained agents available around the clock to help your customers find the cars of their dreams.
- **Inline Messaging**
Add messaging graphics and vehicle details with inline buttons to your listings for instant delivery of vehicle-specific information to the messaging agent.
- **Ready-to-Go Interconnected Software**
Merges seamlessly with your Dealer.com website and requires minimal setup to operate effectively.
- **Accelerate My Deal Integration**
Incorporate ActivEngage's Guided Messaging into Accelerate My Deal to enhance service, maintain conversation continuity, and prevent early process abandonment for online car buyers.



“

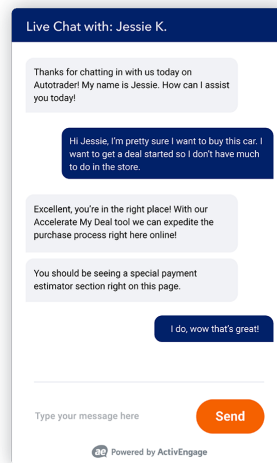
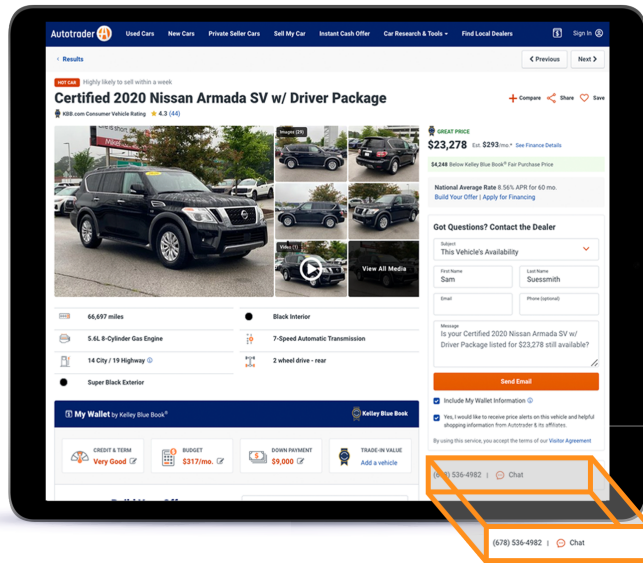
Maximizing value from every customer interaction is paramount. Building trust, confidence, and rapport through face-to-face engagements will help us deliver the car buying experience today's consumer expects.

”

–Jessica Stafford

SVP of Consumer Solutions at Cox Automotive

BETTER INTERACTIVE MESSAGING SOLUTIONS = BETTER RESULTS



ActivEngage's quality conversations and engagement strategy has resulted in:

Chat-to-lead
80%
Conversion (avg)¹

Leads with Phone
75%
Numbers (avg)¹

Leads with
25%
Appointments (avg)¹

Increase in Sales
20%
Chat Volume²

¹Source: Data shown above (sourced from Cox Automotive Data 2023) compares the 6-month performance of ActivEngage Managed Messaging (2023) against the former messaging provider (2022).
²Source: Chat volume performance data for ActivEngage and Dealer.com Inline Messaging is comparing performance before the implementation of Inline Messaging in 2023.

Contact your Autotrader Rep to confirm your store's preferred option.