



### 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**

STELLANTIS

# 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**

ACTIVENGAGE AGENT:  
Were you considering test driving an electric motorcycle David?

CUSTOMER:  
Yeah I'm certainly curious about them.

ACTIVENGAGE AGENT:  
Okay! I'm happy to book a test-drive appointment for you now if you'd like.

Type your message here. **SEND**

**ACTIVENGAGE CONTACT**

For questions, please contact us at [sales@activengage.com](mailto:sales@activengage.com)



# DIGITAL CERTIFIED PROGRAM

## Fully-Managed Solutions

*Best Value*

Features	Silver	Gold	Platinum	Black	Private
24/7 Chat & Text on Your Website <sup>1</sup>	✓	✓	✓	✓	✓
Carfax	✓	✓	✓	✓	✓
A Dedicated Customer Care Specialist <sup>2</sup>	✓	✓	✓	✓	✓
Robust Reporting	✓	✓	✓	✓	✓
ActivAlerts	✓	✓	✓	✓	✓
Google Ad Access	✗	✓	✓	✓	✓
3 SMS Numbers <sup>1</sup>	✗	✓	✓	✓	✓
Facebook + Ads Messenger Integration	✗	✓	✓	✓	✓
Apple Business Chat <sup>3</sup>	✗	✓	✓	✓	✓
Department Lead Routing	✗	✓	✓	✓	✓
ServiceConnect - Enhanced Scheduling	✗	✗	✓	✓	✓
MyDrive Experience - Video Test Drives	✗	✗	✓	✓	✓
Direct to Messenger from Online Ads	✗	✗	✗	✓	✓
OfferUp Messaging	✗	✗	✗	✓	✓
OfferUp Inventory	✗	✗	✗	✓	✓
Exclusive Autotrader + KBB Messaging	✗	✗	✗	✓	✓
RetailSync Messaging	✗	✗	✗	✗	✓

- <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.
- <sup>2</sup> **A Dedicated Customer Care Specialist**  
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.

### ACTIVENGAGE CONTACT

For questions, please contact us at [sales@activenengage.com](mailto:sales@activenengage.com)



# 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 console at <https://console.activengage.com>. The interface includes a navigation menu with options: Chats, Monitor, Visitors, Queues, Reports, Admin, and Help. A user profile dropdown shows '100' and 'user.na'. The main chat window is titled 'Sonia Bradshaw' and 'Trent J' from 'Levy Tucker Automotive'. The chat history shows 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.

The chat input field contains the text 'Type your message here...' and a 'Send' button. A status indicator at the bottom reads 'Sonia is saying: Yes, my email is sonia.br'. A large teal 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>	Lite	Standard	Platinum
<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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# ActivTarget Add-On Enhancement

ActivEngage offers additional services that are built to enhance core communication products. ActivTarget behavioral incentives increase lead volume and boost test drives.

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

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

First Name

Last Name

Phone

Email

**CLAIM OFFER**

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**\$379**  
per month

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***ActivEngage***