

Digital Certified Program

2022



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**

ACTIVENGAGE CONTACT

eric@activengage.com

MAZDA CONTACT

www.mazdadigitalcertified.com | info@mazdadigitalcertified.com | 1-844-683-3151



DIGITAL CERTIFIED PROGRAM
Fully-Managed **Solutions**

Best Value

Features	Silver \$599	Gold \$699	Platinum \$899	Black \$1,199	Private \$1,499
24/7 Chat & Text on Your Website ¹	✓	✓	✓	✓	✓
Carfax	✓	✓	✓	✓	✓
An Assigned Business Specialist ²	✓	✓	✓	✓	✓
Google My Business	×	✓	✓	✓	✓
Google Ad Access	×	✓	✓	✓	✓
3 SMS Numbers ¹	×	✓	✓	✓	✓
Facebook Messenger Integration	×	✓	✓	✓	✓
Apple Business Chat ³	×	✓	✓	✓	✓
Enhanced Service Scheduling	×	×	✓	✓	✓
Video Test Drive	×	×	✓	✓	✓
Direct to Messenger from Online Ads	×	×	×	✓	✓
OfferUp Messaging	×	×	×	✓	✓
Autotrader Messaging	×	×	×	✓	✓
Guided Retailing Messaging	×	×	×	×	✓
DataWise Analytics	×	×	×	×	✓

1

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

2

An Assigned Business 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.

3

Coming soon.

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

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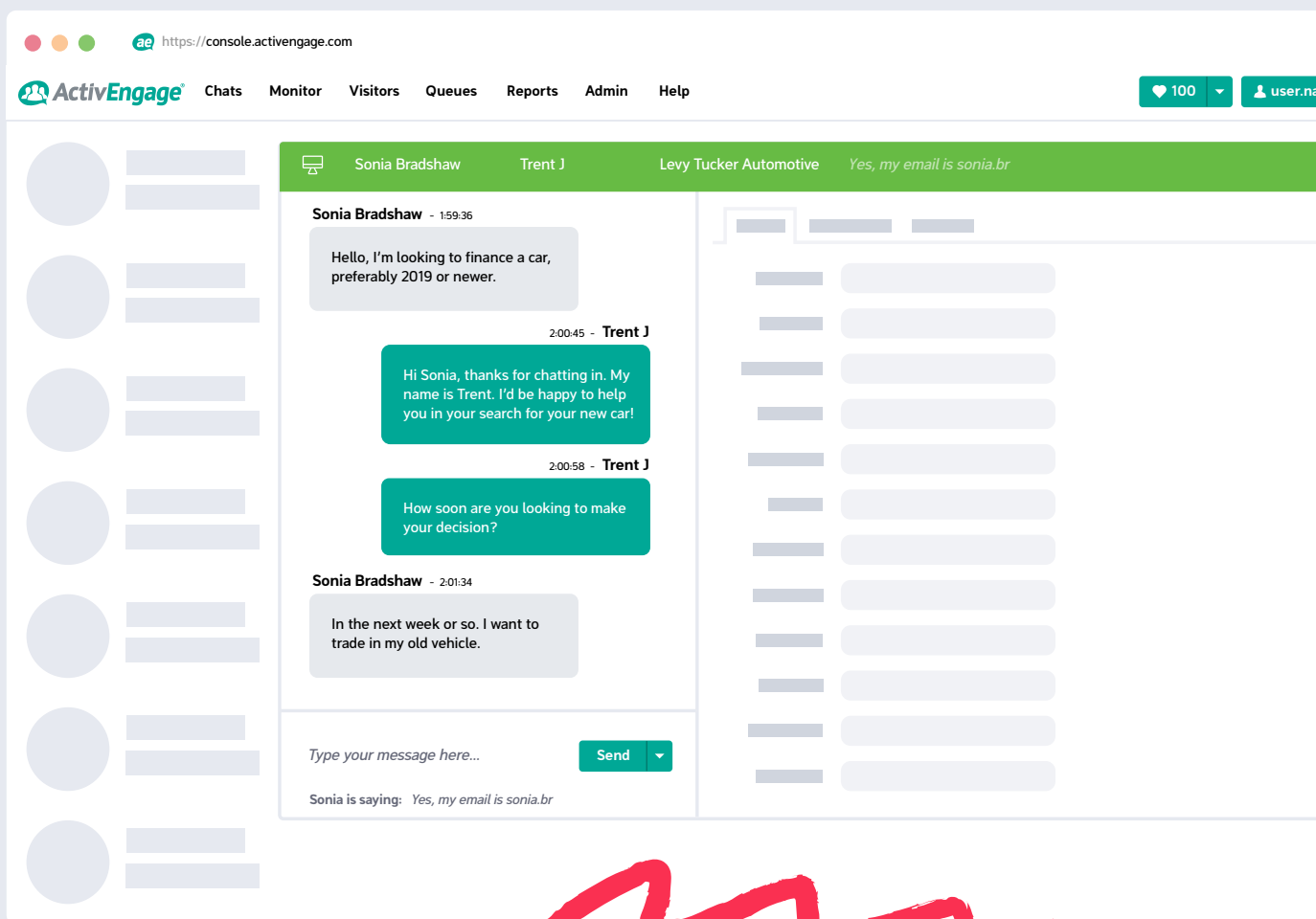
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Self-Managed **Software Solutions**

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.



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

Best Value

Features	Lite \$79	Standard \$249	Platinum \$399
Web-Based Console	✓	✓	✓
Unlimited Users	✓	✓	✓
Carfax Integration	✓	✓	✓
Lead Capture + CRM Integration	✓	✓	✓
Mobile Application	✓	✓	✓
14 Language Translation	✓	✓	✓
Department Lead Routing	✓	✓	✓
Chat Reporting & Analytics	✓	✓	✓
Customizable User Permissions & Roles	✗	✓	✓
Visitor Geo-Location	✗	✓	✓
PreRead™ Shopper Responses in Chat	✗	✓	✓
Website Visitor Analytics	✗	✓	✓
Clickpath Navigation	✗	✓	✓
SMS Texting	✗	✓	✓
Behavioral Targeting	✗	✓	✓
Account Support	✗	✓	✓
Google My Business	✗	✓	✓
ActivAlerts	✗	✗	✓
QualiFi Prescreens	✗	✗	✓
Backup ¹	✗	✗	✓

¹ Backup services are available at an extra fee

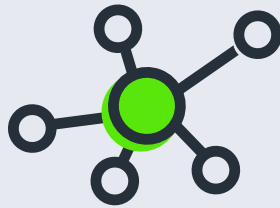
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Add-On Enhancements

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



Add Guided Messaging to Your Digital Retailing Platform

ActivEngage integrates with CDK Connected Store, Cox Automotive Digital Retailing, Darwin Automotive, Modal, and Roadster platforms.

\$249
per month



Autotrader Messaging

Launch SMS/chat conversations directly from Autotrader listings.

\$99
per month



Enhanced Service Scheduling*

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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