

Unlocking a Direct-to-Driver Marketing Advantage









# A New, Scalable, High-impact Marketing Channel

Born from the idea of <u>driving</u> customer engagement and <u>influencing</u> buying behavior, **drivFluence**® empowers automotive service dealers and their partners to increase loyalty, strengthen brand awareness, and grow revenue through powerful **call-to-action mobile marketing**.



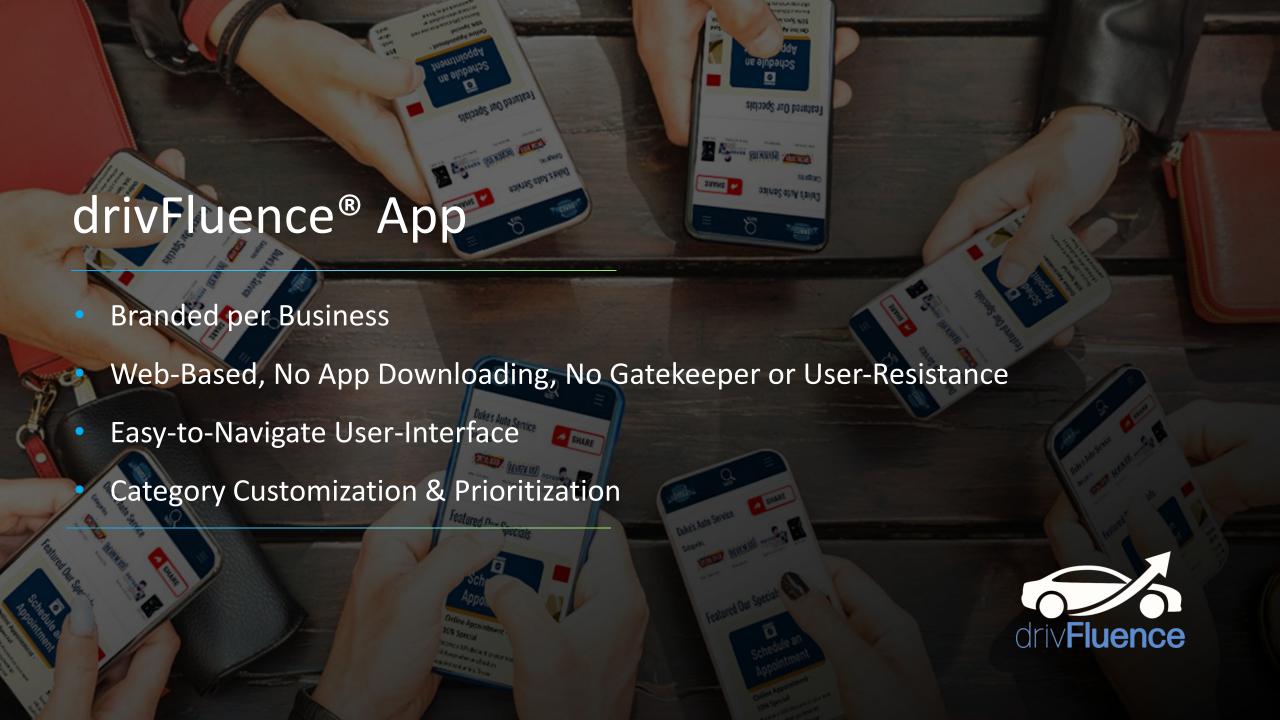
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# drivFluence® Technology

To achieve its marketing objectives, drivFluence® utilizes three powerful technologies.

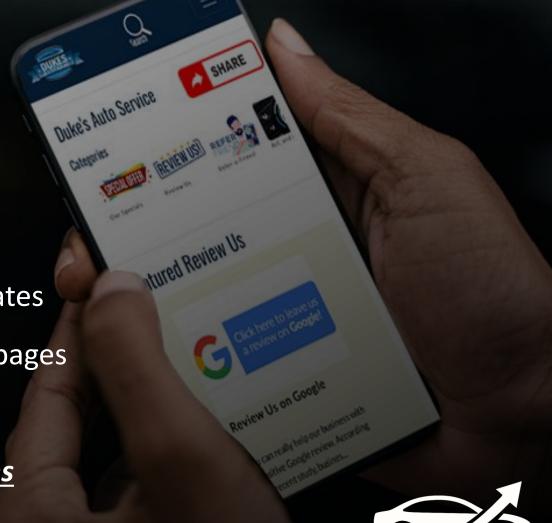
- drivFluence® App (Personalized Business Mobile App)
- drivFluence® Showcase (Mobile Business Digital Content)
- drivFluence® Digital Delivery (Multichannel Digital Delivery)





## drivFluence® Showcase

- *CALL-TO-ACTION* Design
- Personalized Content per Your Business
- Effectively Organized by Category
- Built-in Learning Libraries Through Templates
- Interacts with Existing Websites and Webpages
- Self-Manageable Content
- Focused on Existing Customer Interactions



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# drivFluence® Digital Delivery

- QR Code Marketing
- Weblink Marketing Existing Text Services, Websites, Social Media Posts, Email, etc.
- Text Delivery Service
- Drives Mobile Traffic to drivFluence® App & Showcase
- Compatible with Existing Marketing Solutions



## Why Every Service Dealer Should Adopt drivFluence®

- Proactive ("Push") advertising keeps customers engaged with Comprehensive Showcase Marketing
- Powerful, affordable marketing program that increases shop revenues, backed by upstream partners
- Access to extensive marketing resources and expertise
- Improve customer loyalty, spending and referrals
- Safeguards valuable existing customer relationships
- Done-for-You Marketing Focus on Running Your Shop





# Shops Enable Direct Partner Brand Marketing

Partner Brands can now bypass TCPA (Telephone Consumer Protection Act) limits on direct-to-phone marketing by tapping into opt-in programs run by partner service dealers.

- 98% Consumer Read Rate
- Compatible with Existing Digital Marketing
- Push, Google-Busting Technology

### Unlock Direct Access to Consumers for the First Time



#### Pre-Existing Trust

Reiationship built through trusted repair shops. 100% opt-in text messaging-customers want to hear from their shop.

#### First-Mover Advantage

Manufacturers and distributors now have direct, permission-based access to consumers. No need for expensive media buys or third-party data.

#### ✓ Higher Engagement Rates

Text messages see open rates of 98%+, far surpassing traditional email

## Why Partner with drivFluence® – Strategic Benefits

- Legal, Direct Mobile Access to Vehicle Owners Through Existing Shop-to-Consumer Relationships
- Capitalize on a Rapidly Emerging Marketing Channel for First-Mover Competitive Advantage
- Immediate, Scalable, Consumer Interaction
- Boost Partner Brand Sales with Direct-to-Mobile Marketing
- Mutual Sales Growth with Sponsored Service Dealers



# Scalable, Growth Opportunity for Brands

- Average Customers per Service Dealer = 1,000
- 25,000 Shops = 25,000,000 Driver Contacts
- Unlock Direct Access to Consumer's Cell Phones for First Time
- Piggy-back on Existing Dealer/Consumer Relationships
- You Sponsor the Connection. They Drive Your Sales Growth



# KEY TO PROGRAM SUCCESS Strategic Partnership with Industry Influencers

- Tire Manufacturer(s) and/or Tire Distributor
- Replacement Parts Distributor and Manufacturers
- Oil/Lubricant Manufacturer and/or Brand
- Tools/Equipment Suppliers
- Consumer Financing Companies
- Existing Technology Solution Providers



# **Sponsored Categories\***

- A/C & Heating
- Alignment
- Belts/Hoses
- Brakes/Accessories
- Charging/Starting/Battery
- Diagnostics
- Drivetrain
- Emissions
- Exhaust/Muffler
- Filters

- Financing
- Fluids/Additives
- Fuel System
- Lighting
- Oil/Lubricants
- Suspension
- Tires/Accessories
- Tools/Equipment
- Tune-up/Ignition



\*subject to change



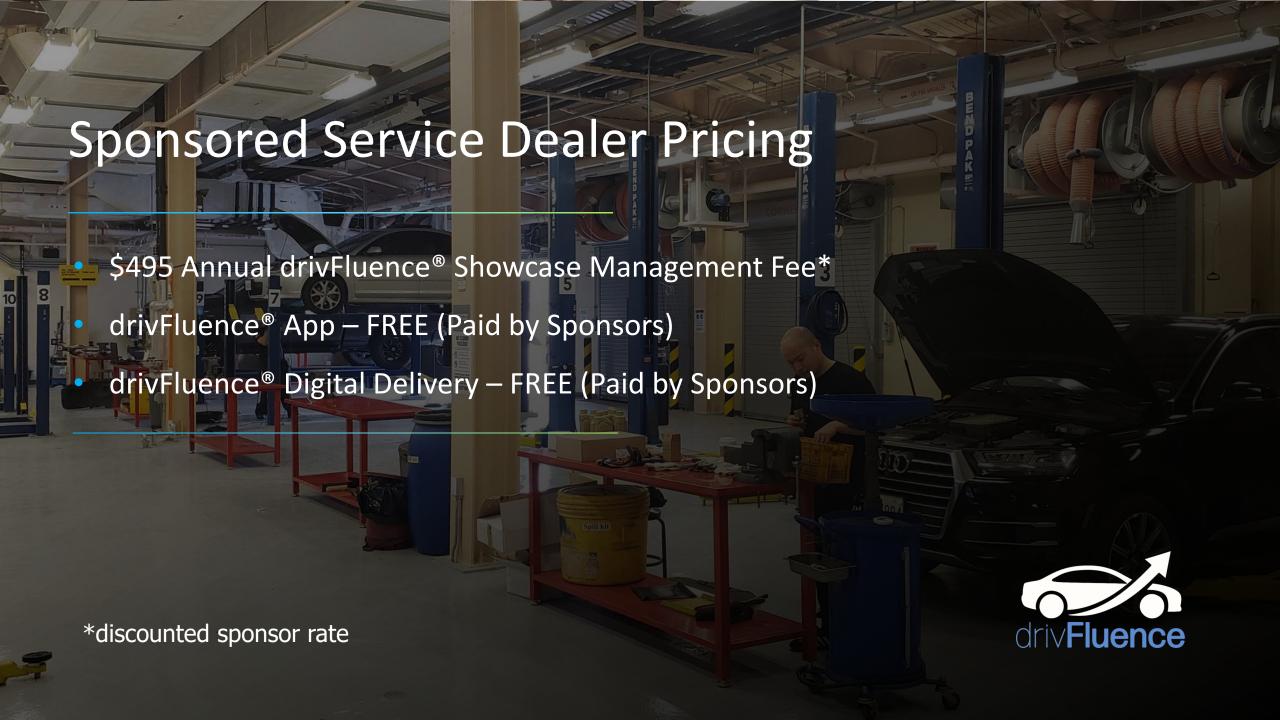
drivFluence® Is Designed to Grow a Shop's Customer Base, Increase Customer Loyalty, and Improve All Aspects of a Service Center Business.



## How the Program Works

- Sponsors Provide Shop Referrals & Funding for Program Infrastructure
- drivFluence<sup>®</sup> Advisors Formalize Shop Relationships
- drivFluence® Advisors Provide Sponsor & Shop Training/Support
- Automated "Staggered" Quarterly Campaigns
- One Campaign Dedicated to Referral Marketing
- Real-time Dashboard Analytics for Shops/Partners/Sponsors





## drivFluence® Mission

drivFluence® drives automotive service growth by influencing consumer decisions through smart, direct-to-mobile marketing—benefiting dealers, partners, and sponsors alike.

