



Unlocking a Direct-to-Driver Marketing Advantage



# A New, Scalable, High-impact Marketing Channel

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Born from the idea of driving customer engagement and influencing 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

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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)*
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# drivFluence® App

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- Branded per Business
  - Web-Based, No App Downloading, No Gatekeeper or User-Resistance
  - Easy-to-Navigate User-Interface
  - Category Customization & Prioritization
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# drivFluence® Showcase

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- **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®

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- 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
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# 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

Relationship 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

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- 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
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# Scalable, Growth Opportunity for Brands

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- 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***
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# KEY TO PROGRAM SUCCESS

## Strategic Partnership with Industry Influencers

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- 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
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# Sponsored Categories\*

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- 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





# Sponsors Help Shops Succeed and Help Themselves to Improved Sales & Profits.

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

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# How the Program Works

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- Sponsors Provide Shop Referrals & Funding for Program Infrastructure
  - drivFluence® 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
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# Sponsored Service Dealer Pricing

- \$495 Annual drivFluence® Showcase Management Fee\*
- drivFluence® App – FREE (Paid by Sponsors)
- drivFluence® Digital Delivery – FREE (Paid by Sponsors)

\*discounted sponsor rate



# drivFluence® Mission

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

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