

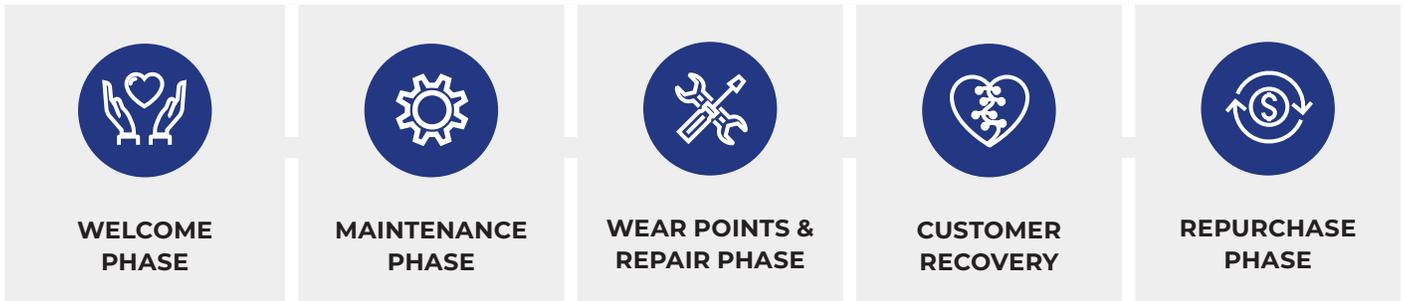
# Introducing Affinitiv's New Enhanced DMS Service Marketing Program

Proven in market to see an average of 24.8%\* growth in your active customer base. Affinitiv is trusted by 21 OEM brands and over 5,500 dealers today.

**50% co-opable**  
using Mopar One funds

A fully flexible, digital-first communication platform that personalizes a customer's journey throughout their ownership phases.

At Affinitiv, we understand and have developed a program to support your customers across their ownership lifecycle. Within these important lifecycle stages, our multi-channel marketing platform delivers a mix of **email, social, voice, and direct mail** formats so you can always be sure your customers are being targeted.



## Enroll in the Stellantis-Approved Marketing Program Today

- **Generate** more service revenue
- **Increase** first service visits
- **Maximize** customer loyalty
- **Differentiate** your service department
- **Drive** informed decisions with advanced metrics

Affinitiv's Enhanced DMS Service Marketing Program is aligned with your Stellantis KPIs. Whether it's brakes, tires, batteries, or more, let Affinitiv help drive your overall objectives, resulting in proven ROI. As the market changes, Affinitiv makes it easy to update and change your communications so your message is always fresh, never static.



Fully load your owner retention program with these complementing products to drive additional business into your dealership.

Specially designed to complement the Stellantis Owner Retention Program, select from the following optional add-ons:

**Find new service prospects**

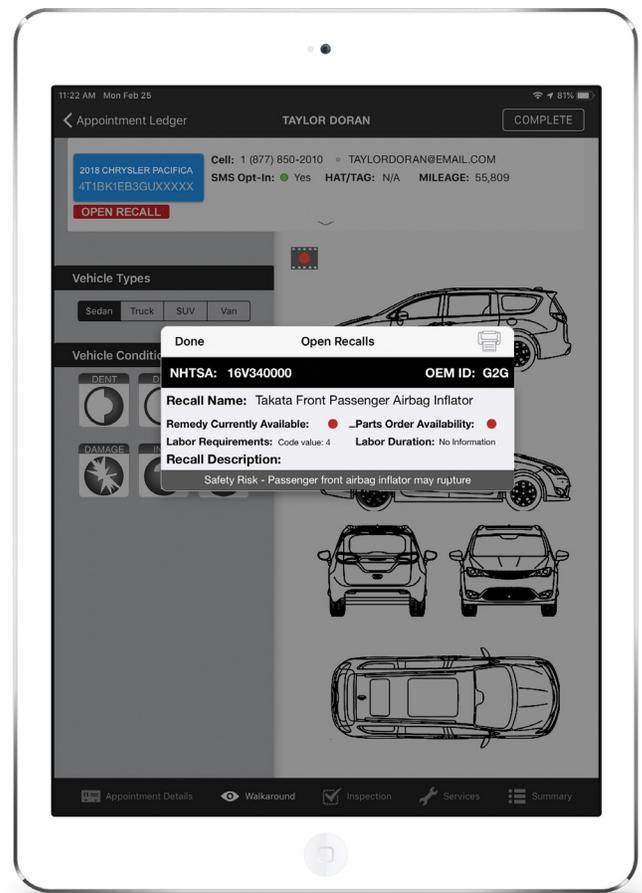
Using a combination of proprietary demographic data, online activity, and predictive analytics, Conquest pinpoints those who visit independent repair facilities and identifies in-market prospects using digital strategies to deliver timely, relevant, branded communications.

**Expand your social reach**

Optimize your impact with **Social Roots 1:1**. Speak to customers where they spend the most time: Facebook & Instagram. Our team predicts their needs in real time and delivers specific, need-based messages to each individual customer.

**Increase your recall completion rate**

Increase your recall completion rate with available on-demand campaigns or automated communications. Built around open recall data stored directly in our system, the **Open Recalls** communications are individually tailored by specific recall and may be sent via email, optional mail, voicemail, and/or SMS.



**Dealers who add these enhancements enjoy:**

**\$40** average revenue lift per repair order

**\$77** average increase in reach when social media is added to the marketing plan

**18%** email open rate amonth prospect audiences

**8%** average increase in annual service and parts revenue

# Ownership Cleansing Made Easy

Keeping your ownership status database accurate and up to date has never been easier with Affinitiv Title Scrub.

We scrub VINs, from your DMS, against reliable data sources to determine if a vehicle's ownership has changed. Each month we will send a detailed report of all customers who 'no longer own' that vehicle so that they can be cleansed in your system. You can choose a designated person to receive this report on their preferred day. We will also flag these VINS in our system so that we will not market services to them unnecessarily.

Setup is easy and can be completed within **2 weeks** of enrollment

Available as an add-on to any Affinitiv solution with a DMS integration



## Pricing:

Technology/Platform Fee      \$40/month

**Approved solution** under the Stellantis Digital Program