

# 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.

A composite image featuring a live chat interface on the left and a woman on the right. The chat window is titled "LIVE CHAT WITH: JAMES" and contains three messages: a question about trading in vehicles, a response stating "Yes my current vehicle is a 2014 SUV.", and a confirmation from the dealer. A circular profile picture of a man with glasses and the "ae" logo is visible. The input field at the bottom says "Type your message here." with a "SEND" button. The woman on the right is smiling and looking at her yellow smartphone. A teal "L" icon is positioned above her. The background is a light teal gradient.

### ACTIVENGAGE CONTACT

For questions, please contact Eric Schlesinger at [eric@activengage.com](mailto:eric@activengage.com)



DIGITAL CERTIFIED PROGRAM  
Fully-Managed **Solutions**

*Best Value*

<b>Features</b>	<b>Silver \$599</b>	<b>Gold \$699</b>	<b>Platinum \$899</b>	<b>Black \$1,199</b>	<b>Private \$1,499</b>
24/7 Chat & Text on Your Website <sup>1</sup>	✓	✓	✓	✓	✓
Carfax	✓	✓	✓	✓	✓
An Assigned Business Specialist <sup>2</sup>	✓	✓	✓	✓	✓
Google My Business	×	✓	✓	✓	✓
Google Ad Access	×	✓	✓	✓	✓
3 SMS Numbers <sup>1</sup>	×	✓	✓	✓	✓
Facebook Messenger Integration	×	✓	✓	✓	✓
Apple Business Chat <sup>3</sup>	×	✓	✓	✓	✓
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.

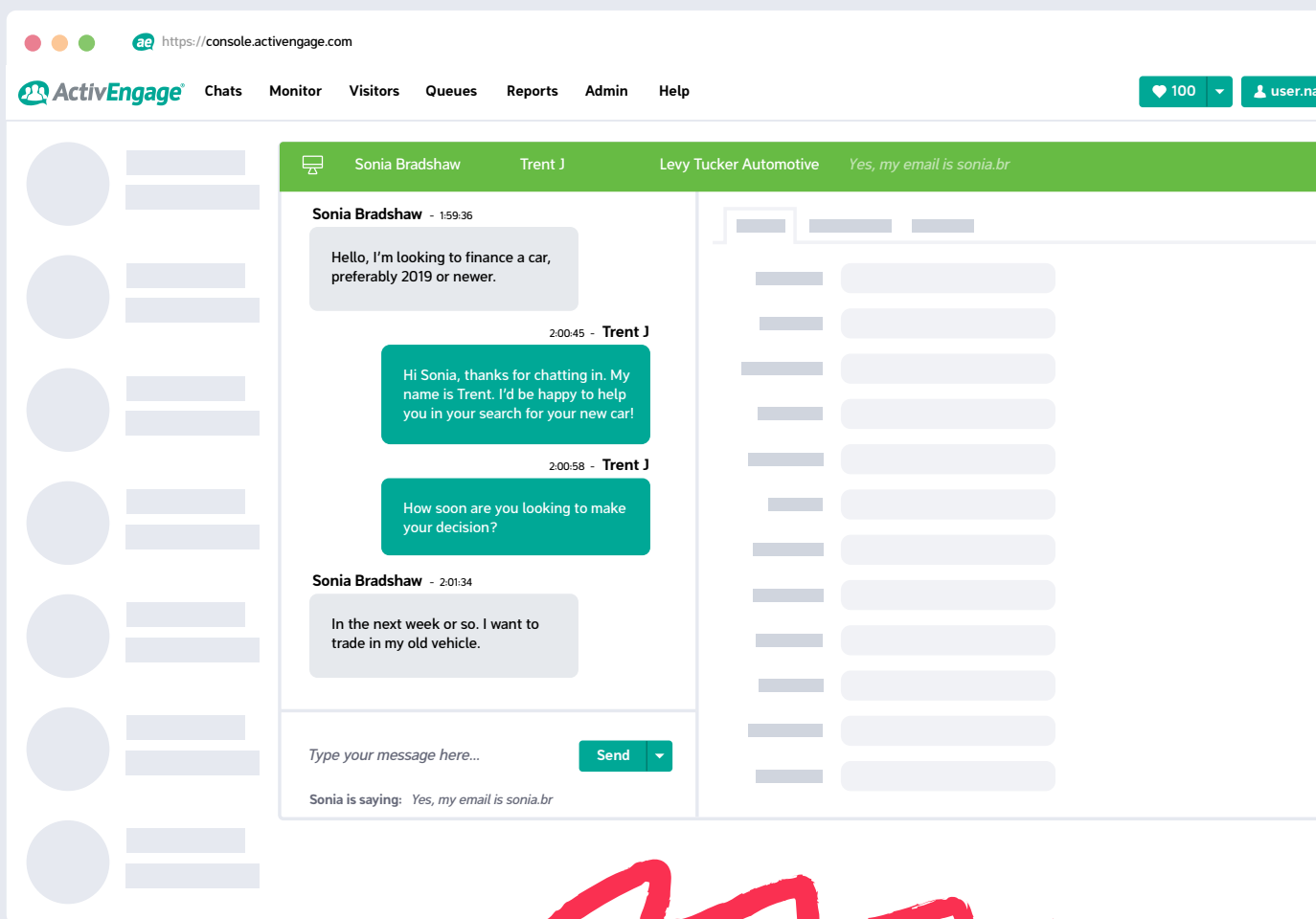
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# Self-Managed **Software Solutions**

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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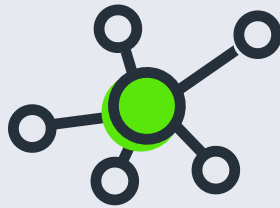
<b>Features</b>	<b>Lite</b> \$79	<b>Standard</b> \$249	<b>Platinum</b> \$399
Web-Based Console	✓	✓	✓
Unlimited Users	✓	✓	✓
Carfax Integration	✓	✓	✓
Lead Capture + CRM Integration	✓	✓	✓
Mobile Application	✓	✓	✓
14 Language Translation	✓	✓	✓
Department Lead Routing	✓	✓	✓
Chat Reporting & Analytics	✓	✓	✓
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 <sup>1</sup>	✗	✗	✓

<sup>1</sup> 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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