

Affinitiv



Quote

Equity-driven quotes
powered by predictive
intelligence

Affinitiv.com/Quote
solutions@Affinitiv.com
844-378-0200

\$315

more profit per deal
when customer purchases
from an equity offer

25%

of new vehicle sales
attributed to Quote
from high-usage dealers

7.5 months

faster repurchase
when using Quote

Sell more cars while acquiring in-demand inventory.

Reveal hidden sales opportunities in your service lane.

Target consumers who are ready to trade in their current vehicles with personalized equity offerings from Affinitiv Quote. Powered by the Affinitiv DatalQ platform, Quote assigns every customer a trade prediction score, identifying those most likely to trade or repurchase. Plus, Quote enables your store to send digital and direct mail communications that feature attention-grabbing messaging and positively reinforce your dealership and the Maserati brand.

Key Features:

- Personalized, attention-grabbing equity and upgrade portal
- Customized, auto-generated handouts
- Proprietary Sales and Service Ledgers
- AI-based Trade Prediction Scoring (TPS)
- Unlimited on-demand email and optional direct mail campaigns
- Automated email triggers at key equity milestones
- Instant, on-demand individual quotes
- Additional conquest mail spend flexibility
- Customer Engagement Reporting so you know exactly what vehicle the customer is shopping for



Find out who is most likely to trade or upgrade before they start shopping.



Compelling, In and Out of Service Equity Offers

- Engage your entire customer base: run automated emails for current owners who aren't visiting for service, owners who rely on you for service, and more
- Drive repeat sales with a customized, single-sheet equity analysis
- Generate offers based on data from DMS, Black Book®, Kelley Blue Book®, and Edmunds®
- Launch email quotes to individual customers on demand
- Provide customers with accurate payment estimates—without the risk of affecting their credit score—through seamless integration with 700Credit Quickscreen



Enhanced Customer Experience

- Allow sales staff to personalize options for individual customers with the Custom Quote feature
- Enable customers to access a personalized trade-up portal where they can swap inventory, change payment options, and contact the salesperson regarding their offer
- Increase customer engagement with attention-grabbing templates via optional Essentials Integration

Pricing

Quote \$1,295/month

Add-Ons

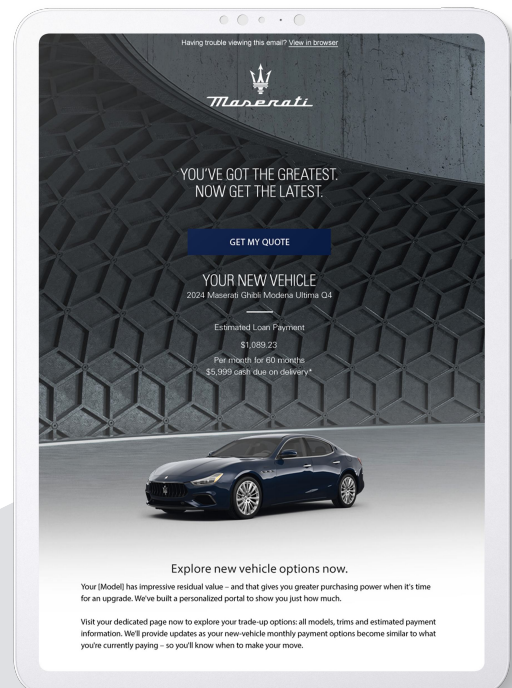
Direct Mail \$0.58/piece + First-class postage

700Credit Integration <\$1/soft credit pull



AI-Based Functionality

- Customize your workflow to suit your store's needs: implement processes for in-drive equity mining, sales BDC, automated drip marketing, and on-demand print and email
- View everything you need to close the sale on the easy-to-use, yet comprehensive Sales and Service Ledgers
- Identify your best opportunities with our proprietary Trade Prediction Score—driven by AI, the TPS is proven to pinpoint prospects with 10x higher purchase rates
- Ensure your customers only receive offers for vehicles in your current inventory with data-search buyer matching



Affinitiv



Service Lane Appraiser

Generate more leads
from the service drive

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solutions@Affinitiv.com
844-378-0200

Turn repair orders into trade-ins.

Drive service-to-sales conversions with targeted vehicle evaluations.

When a customer visits for maintenance—either with an appointment or as a walk-in—and a repair order is created, Affinitiv Service Lane Appraiser initiates a text message that welcomes the customer, thanks them for servicing their vehicle, and offers a free, no-obligation vehicle evaluation from a Sales Advisor. When combined with Affinitiv Quote, Service Lane Appraiser makes it simpler than ever to initiate trade-ins right from the service drive.

Key Features & Benefits:

- **Engaging Messages** | Send service customers a welcome text and offer an invitation for a self-service, no-obligation vehicle evaluation.
- **Dealership Alerts** | Receive alerts via the mobile or desktop app when a customer engages while in the service drive.
- **Live Service Lane Activity Ledger** | Review all customers currently in service and gauge their interaction with the process to identify key opportunities. Includes offer information and lead details.
- **Dynamic Reporting** | Review staff engagement, customer actions, and sales results.
- **CRM Integration** | Securely deliver leads to your CRM.
- **Strategic Add-On** | Combine with Affinitiv Quote to encourage vehicle upgrades with personalized equity offers.

