

Increase Customer Lifetime Value

Atom allows your dealership to cut through the clutter and reach customers with relevant and timely communications by providing retention-focused communications across direct mail, automated email, social media, online video, contextual display, and live BDC calls.



atom

FULL FUNNEL FIXED-OPS MARKETING

Dealerships need to approach service retention and reactivation marketing with a **full-funnel approach**.

\$44:\$1

Average Return on Investment

31%

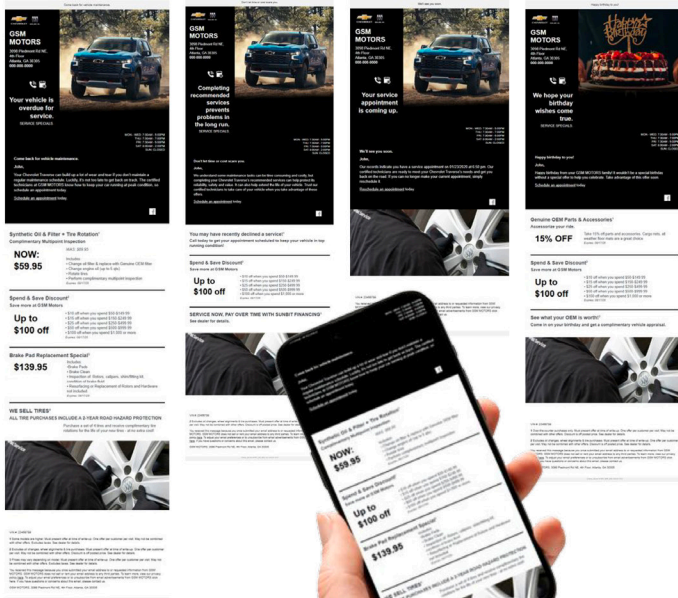
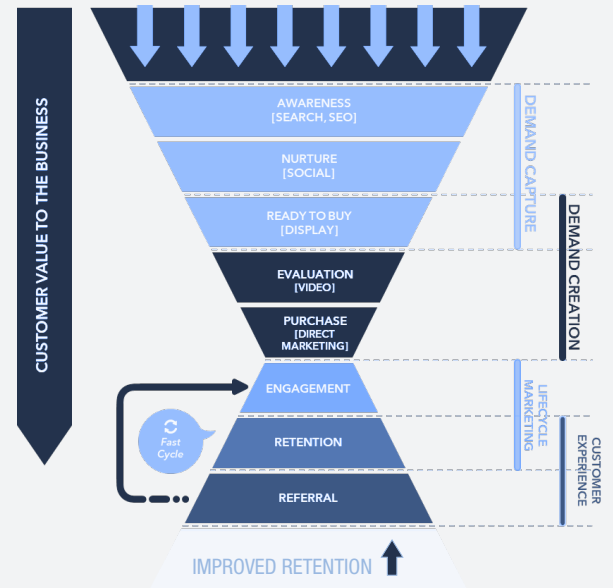
Lift in CPRO Response Rates

\$21

Average cost per lead with Atom Digital

+6%

Retention Rate Year-over-Year



Service Based
Communications

Event Based
Communications

Service-to-Sales
Based
Communications

Promotional Sales &
Service Campaigns