



**OUR SOLUTIONS
AMPLIFY REACH AND
BUILD REVENUE FOR
FCA DEALERS.**



A truly integrated strategy using multiple channels to hone in on your target audience and drive them to take action.



ENHANCED DMS MARKETING

Affinitiv's new Enhanced DMS Marketing for Service package is designed to fill the gaps of the Standards of Care program and offer dealers a new, comprehensive owner retention program designed to engage more FCA owners, increase Service Loyalty and grow Parts & Service sales through highly targeted campaigns. The program uses improved data driven marketing, precise targeting and segmentation and in-depth, VIN-based reporting on performance and growth opportunities.



SOCIAL ROOTS 1:1™

predicts customer needs and sends messaging directly to their Facebook & Instagram feeds. Market to customers who have the highest likelihood to purchase from your dealership at a minimal cost per acquisition. Effectively market service specials and offers that are important to your dealership through custom monthly campaigns.



PAID SOCIAL

places customized dealership ads directly to your audience's Facebook & Instagram feeds. Our seamless and secure integration with your DMS automatically connects you with customers through your data.

CONTACT US TO BEGIN BUILDING A CUSTOM MARKETING STRATEGY.

Call **844.378.0200** or email **solutions@affinitiv.com**.