

Introducing atom**ESSENTIALS**, a program focused on the foundational marketing communications to your dealership's service customers

- Built on the atom foundation that has assisted 300+ Toyota dealers in experiencing a 63% greater increase in SCR than the nation
- Includes **Smart Coupon technology** to improve your customer experience with clear offers matched to the specifics of the owner's vehicle
- Get the benefit of at least an additional \$135 in ROI through the four additional email triggers above the OCP requirement; **Sales Welcome/Thank You, Vehicle Accessories, State Inspection, Service Follow-Up/Thank You**
- Local representatives who understand your unique market conditions



atom**CORE** builds on the solid Foundation of Essentials



- Benefit from **12% more communications** to your customers to build stronger relationships and drive more revenue
- In addition to more communications per customer, Core helps you get your message to **25% more customers on average** (*DMS integration required*)
- Improve customer reception of your messages with the addition of text and phone contacts*

*In compliance with the Telephone Consumer Protection Act ("TCPA"), atom places automated, pre-recorded calls to customers who have given their express consent for informational only phone calls. Marketing and solicitation calls are not offered as part of any atom program

Benefit your entire Dealership with atom**PREMIUM**

- Build client relationships by acknowledging vehicle anniversary
- Grow customer relationships at key decision points to acquire that next vehicle sale
- Increase Warranty sales by following up with clients
- Expanded reach of Lease and Vehicle anniversary messages an **average of 30%** with the addition of direct mail for those without a valid email address



We know Toyota.

All ROI and RO claims are based on the most recent 12 month program performance of 300 dealer clients

OCP Program Overview



atomESSENTIALS aE Foundational Marketing

COMMUNICATION NAME	EMAIL	MAIL	EMAIL DEFAULT / MAIL BACKFILL	PHONE	TEXT
Sales Welcome/Thank You	●				
Vehicle Accessories	●				
Scheduled Maintenance Reminder <i>(5K, 15K and 30K intervals)</i>			●		
Service Follow-Up/Thank You	●				
Missed Maintenance Follow-Up <i>(+30 days)</i>	●	●			
Reengage I	●	●			
Reengage II	●	●			
First Paid Maintenance Thank You	●	●			
Declined Service	●	●			
Mid-Interval <i>(Tires, Brakes & Batteries)</i>			●		
State Inspection	●				
On-Demand	●				
Newly Assigned to Dealership PMA	●	●			

Bonus atomEssentials communication

TC/SSB customers will only receive Sales Welcome/Thank You listed under atomEssentials

Available to all SCR denominator marketable VINS plus PMA inactive customers

atomCORE aC Expanded Reach & Retention

also includes communications from

COMMUNICATION NAME	EMAIL	MAIL	EMAIL DEFAULT / MAIL BACKFILL	PHONE	TEXT
Sales Welcome/Thank You			●	●	
Appointment Confirmation*	●			●	●
Missed Appointment*	●			●	●
Service Completion*	●			●	●
Service Follow-Up/Thank You	●			●	●
Service Customer Retention <i>(8 months)</i>	●				
Lost Customer <i>(10 months)</i>	●				
Service Win Back			●		
Parts Arrival*	●			●	●
Service-to-Sales			●		
Birthday*			●		
State Inspection			●		
Lease Expiration*	●				
Vehicle Anniversary*	●				

In compliance with the Telephone Consumer Protection Act ("TCPA"), atom places automated, pre-recorded calls to customers who have given their express consent for informational only phone calls. Marketing and solicitation calls are not offered as part of any atom program.

* DMS integration required

atomPREMIUM aP Relationship Growth

also includes communications from +

COMMUNICATION NAME	EMAIL	MAIL	EMAIL DEFAULT / MAIL BACKFILL	PHONE	TEXT
New Acquisition		●			
Trade Cycle*			●		
Warranty Expiration Follow-Up*			●		
Lease Expiration*			●		
Vehicle Anniversary*			●		

* DMS integration required



877-592-8017 | atom@gsmarketing.com

atomPREMIUM **aP**

Benefit your entire Dealership with atomPREMIUM

Relationship Growth

also includes communications from **aE** + **aC**

COMMUNICATION NAME	EMAIL	MAIL	EMAIL DEFAULT/ MAIL BACKFILL	PHONE	TEXT
New Acquisition		●			
Trade Cycle*			●		
Warranty Expiration Follow-Up*			●		
Lease Expiration*			●		
Vehicle Anniversary*			●		

* DMS integration required



- Built in conquest direct mail for defectors over 18 months
- Expanded reach of Lease and Vehicle anniversary triggers an average of 30% by the addition of mail

To find out how our solution can help solve your dealership needs, contact us today.

gs

MARKETING
877-592-8017
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We know Toyota.

All ROI and RO claims are based on the most recent 12 month program performance of 300 dealer clients



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What if you could





improve **Customer Experience?**


increase your **SCR?**

drive more **Revenue?**



atom

COMMUNICATION NAME	EMAIL	MAIL	EMAIL DEFAULT / MAIL BACKFILL	PHONE	TEXT
 Sales Welcome/Thank You	●				
 Vehicle Accessories	●				
Scheduled Maintenance Reminder <i>(5K, 15K and 30K Intervals)</i>			●		
 Service Follow-Up/Thank You	●				
Missed Maintenance Follow-Up <i>(+30 days)</i>	●	●			
Reengage I	●	●			
Reengage II	●	●			
First Paid Maintenance Thank You	●	●			
Declined Service	●	●			
Mid-Interval <i>(Tires, Brakes & Batteries)</i>			●		
 State Inspection	●				
On-Demand	●				
Newly Assigned to Dealership PMA	●	●			

Service On-Demand available to all SCR denominator marketable VINS plus PMA inactive customers. TC/SSB customers will only receive Sales Welcome/Thank You listed under atomEssentials  Bonus atomEssentials communication



- Built on the atom foundation that has assisted 300+ Toyota dealers in experiencing a 63% greater increase in SCR than the nation
- Includes Smart Coupon technology to improve your customer experience with clear offers matched to the specifics of the owner's vehicle
- Get the benefit of at least an additional \$135 in ROI through the four additional email triggers above the OCP requirement; Sales Welcome/Thank You, Vehicle Accessories, State Inspection, Service Follow-Up/Thank You
- Local representatives who understand your unique market conditions

Call us for a **demo today!**



877-592-8017 | atom@gsmarketing.com

Expanded Reach & Retention

COMMUNICATION NAME	EMAIL	MAIL	EMAIL DEFAULT / MAIL BACKFILL	PHONE	TEXT
Sales Welcome/Thank You			●	●	
Appointment Confirmation*	●			●	●
Missed Appointment*	●			●	●
Service Completion*	●			●	●
Service Follow-Up/Thank You	●			●	●
Service Customer Retention <i>(8 months)</i>	●				
Lost Customer <i>(90 months)</i>	●				
Service Win Back			●		
Parts Arrival*	●			●	●
Service-to-Sales			●		
Birthday*			●		
State Inspection			●		
Lease Expiration*	●				
Vehicle Anniversary*	●				

* DMS Integration required

In compliance with the Telephone Consumer Protection Act ("TCPA"), atom places automated, pre-recorded calls to customers who have given their express consent for informational only phone calls. Marketing and solicitation calls are not offered as part of any atom program.

- 12% more communications to drive revenue and build customer relationships
- Message to 25% more customers on average *(DMS integration required)*
- Addition of text and phone contacts to increase customer impressions



EXPERIENCED RETENTION MARKETING

- Benefit from the expertise and experience of the **largest OCP provider** in the nation, currently serving 450+ Toyota dealerships
- Get the best ROI possible with your **local Account Executive** who understands your market and will take a consultative approach to building your marketing plan and offers
- See greater response rates with atom's **Smart Coupon Technology**, matching clear and specific offers to the owner's vehicle

atomESSENTIALS 

atomCORE 

atomPREMIUM 

atom

THE **NEXT GENERATION...**
Automotive Total Marketing

IMPROVE CUSTOMER EXPERIENCE

Proven communication cadence that builds stronger relationships with your customers

INCREASE SCR

atom dealers see a 63% lift in SCR when compared to the nation

DRIVE MORE REVENUE

Reap the benefits from atom bonus email triggers that boost ROI

 877-592-8017
atom@gsmarketing.com

To find out how our solution can help solve your dealership needs, contact us today.



All ROI and RO claims are based on the most recent 12 month program performance of 500 dealer clients

atom

THE **NEXT GENERATION...**

A program focused on the foundational marketing communications to your dealership's service customers.

63%

HIGHER RESPONSE RATES
than national stores

50%

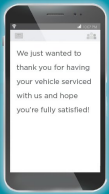
HIGHER RESPONSE RATES
for atomCORE stores over
atomESSENTIALS stores

38%

HIGHER RESPONSE RATES
When you add text and phone
communications

MULTI-CHANNEL MARKETING

Ensure you are cutting through the clutter, reaching your customers at the right time and in the right way.



Text Messaging



Direct mail



Email

COMMUNICATION NAME	EMAIL	MAIL	EMAIL DEFAULT / MAIL BACKFILL	PHONE	TEXT
Sales Welcome/Thank You	●		●	●	
Vehicle Accessories	●				
Scheduled Maintenance Reminder (5K, 15K and 30K intervals)			●		
Service Follow-Up/Thank You	●			●	●
Missed Maintenance Follow-Up (+30 days) (6 months)	●	●			
Service Customer Retention (6 months)	●				
Lost Customer (10 months)	●				
Reengage I (12 months)	●	●			
Reengage II (24 months)	●	●			
Service Win Back (24 months)			●		
First Paid Maintenance Thank You	●	●			
Declined Service	●	●			
Mid-Interval (Tires, Brakes & Batteries) - Other			●		
State Inspection	●		●		
On-Demand	●				
Newly Assigned to Dealership PMA	●	●			
Appointment Confirmation*	●			●	●
Missed Appointment*	●			●	●
Service Completion*	●			●	●
Parts Arrival*	●			●	●
Service-to-Sales			●		
Birthday*			●	●	
Lease Expiration*	●		●	●	
Vehicle Anniversary*	●		●	●	
New Acquisition (24 months)		●	●		
Trade Cycle*			●	●	
Warranty Expiration Follow-Up*			●	●	

atom programs build. CORE includes all ESSENTIALS communications and PREMIUM includes all CORE and ESSENTIALS communications.

atomESSENTIALS **ES** Foundational Marketing | atomCORE **C** Expanded Reach & Retention | atomPREMIUM **EP** Relationship Growth

*Requires DMS integration

atom

What if you could improve the **Customer Experience** and drive more **Revenue?**

atomCORE

Building stronger relationships with more of your customers

atomCORE builds on atomESSENTIALS to provide a more well-rounded communication cycle with customers.

atomCORE dealerships see a **50% lift** in responses.

- **14% more communications** that drive revenue
- Reach of **25% more customers** on average
- **Text and phone additions** to increase customer impressions
 - atomCORE dealers see a **38% lift** when adding text and phone communications
- **Video explaining** the benefits of *Keeping your Toyota a Toyota* with additional 8, 10 and 15-month communications

atomCORE also includes additional sales and customer appreciation communications that re-engage customers and **promote a stronger relationship with your dealership.**

- Service-To-Sales*
- Birthday*
- Lease Expiration*
- Vehicle Anniversary*

*DMS integration required.
Source: Data based on average dealer lift and response rates for 230 Core dealers over 231 Essentials dealers through July 2015

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50% lift
in responses!
Read more.



+ VIDEOS



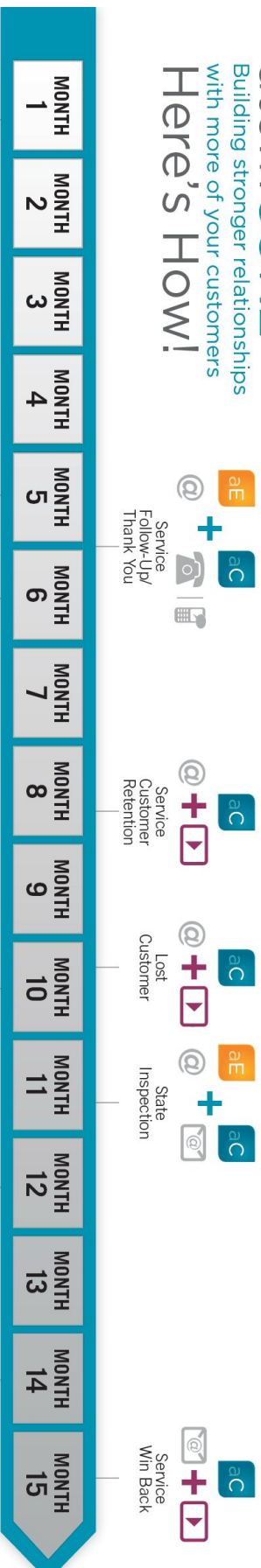
Toyota Benefit Videos



atomCORE

Building stronger relationships with more of your customers

Here's HOW!



Accessories (30 Days)

Additional Sales Communications:

- Service-To-Sales*
- Lease Expiration*

Additional Service Communications:

- Appointment Confirmation
- Missed Appointment
- Service Completion
- Parts Arrival

Customer Appreciation Communications:

- Birthday*
- Vehicle Anniversary*



*DMS Integration required.

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