

what is atom?






automotive total marketing

atom is an automotive marketing cross-media communications tool that automatically triggers the appropriate, personalized message to your customers via direct mail, email, voice and text.

what makes atom different?

atom grows your business and increases your revenue by recovering and retaining customers with one integrated communications system.

atom communicates to customers through their entire ownership experience via their preferred communication methods.

Phone	Mail	Email	PURL	Text
Automated, Sophisticated & Interactive	Personalized Variable Digital Print & Offers	Personalized Variable Messaging & Offers	Personal Webpage Offer	Automated & Timely
				

Dealer Benefits:

- Recover Inactive Customers
- Increase First Service Appointments
- Customer Survey capability which allows you to better manage CSI
- Automated Parts & Service Reminders enhance customer retention efforts
- Customers choose preferred communication methods which increases response
- Custom/On-Demand phone and email campaigns provide an opportunity to create quick promotions to drive traffic



atom Retention Tools

atom automates the timing and delivery method of each retention-driving communication. Examples include:

- Sales Welcome Notifications
- Scheduled Maintenance Reminders using time & mileage to determine delivery
- Declined Service Reminders
- Birthday Cards
- State Inspection Reminders
- Parts Order Notifications
- Service Completion Notifications
- Lease Expirations

atom Custom Marketing Tools

Whether you need to advertise a special event, service clinic or incentive, atom can quickly build customized campaigns to your specifications.

- Unlimited phone and email campaigns included in your atom subscription
- Same-day delivery on most phone and email campaigns
- Simple, easy-to-use website to request campaigns
- Custom direct mail available
- Target customers by vehicle, mileage, employee, VIN range, op codes, etc.

atom Pricing

atom is a subscription based program. Subscription price includes:

- Unlimited automated phone calls
- Unlimited emails
- On-demand email & automated voice campaigns
- Access to every communication type
- Access to reporting functions and subscriptions
- Toyota & Scion communications included