

DealActivator

Simple. Proven. Reliable. Profitable.

The Best Equity Lead Generation Solution

Dominion's powerful equity mining and marketing solution, **DealActivator™**, leverages a dealer's existing customer base to gain new opportunities.

- Define and target the right customers to course correct throughout the month to meet goals
- Customized messaging targets specific customers
- Priority Page quickly identifies the best candidates and shows detailed records
- Real-time notifications shorten the selling cycle
- Soft Credit Pulls give you financial information on customers who didn't purchase from your dealership
- Actionable reporting tracks your success
- Product training is provided in a variety of formats to appeal to different learning styles
- Mobile app keeps the best features close at hand

"In a record quarter, we sold an additional 141 vehicles. In one month, we added 48 sales, grossing over \$93,000. Since implementing equity mining, my gross profit has increased 10%."

Tommy Russell
Hudson Nissan



Conquest Conversions

Detailed equity information provides high quality leads that convert at a higher rate than any other source.

Turn Inventory

Target specific customers to easily move aged inventory and add popular vehicles.

Direct Connections

Connects directly to any CRM to further bond your sales process to DealActivator.

Managed Services

Dedicated experts turn customer data into marketing campaigns that drive consistent conversions.

In-Dealership Coaching

DealActivator Performance Coaches provide on-site support to define best practices and provide equity process development.