

Introducing Shift Marketing Automotive

# Experience a Different Kind of Private Sale



**No in-store trainers. No gimmicky flash sales. Just you, your team, our expert support — and modern loyalty campaigns built to move metal.**

Founded in 2010 and proudly Canadian, Shift Auto has supported many Stellantis dealers in driving vehicle sales and boosting customer engagement. Trusted by OEMs and dealers alike, we turn data into showroom traffic — and make your brand the one customers remember.

## Why Dealers Choose Shift Auto

Professionally designed event templates deliver a stunning customer experience

Campaigns prepared in approximately 10 business days

Proven to generate high quality leads with each event

Stellantis Digital Certified and dealer-loved

“The event was a huge success. We saw strong engagement, booked quality appointments, and drove impressive sales. Couldn’t be happier with the results!”

**Cody Skene**, GSM, Rivershore Ram (Kamloops, BC)

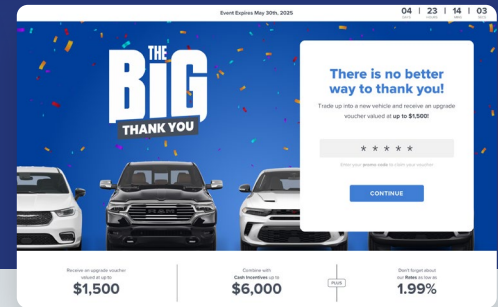
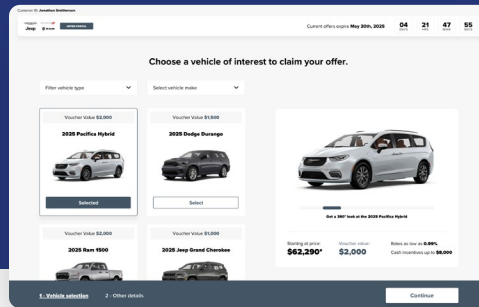
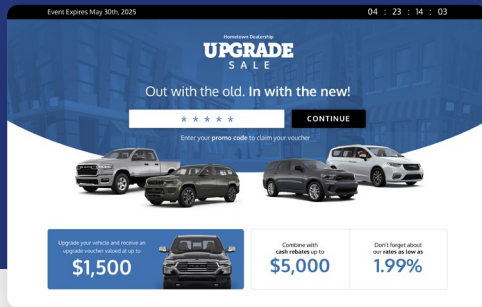
Shift’s 7-10 day loyalty campaigns engage customers from your DMS using email, text, direct mail, and a unique digital experience — generating high-quality leads for new vehicle sales. Everything runs through Shift One, our all-in-one platform with:

- **Seamless digital onboarding**
- **A built-in micro-CRM for lead tracking and appointment booking**
- **Real-time campaign reporting and performance metrics**



**Want a quick walkthrough of how it all works?**

Call Shawn at 1.855.227.1717 x 706 or email [shawn@shiftmarketingstudio.com](mailto:shawn@shiftmarketingstudio.com)



## Components of a Successful Loyalty Campaign

### Targeted, Personalized Communication

- Choose the right message with a variety of proven loyalty campaign themes — like Upgrade Sale, Big Thank You, Offer Portal, and more
- Promote monthly programs, and engage guests with a unique offer that's just for them
- Personalized outreach via direct mail, email, and text — all with tracked responses in real time
- Desktop and Mobile friendly campaign landing pages which monitor 3 levels of customer engagement, so your team can determine which leads are priority

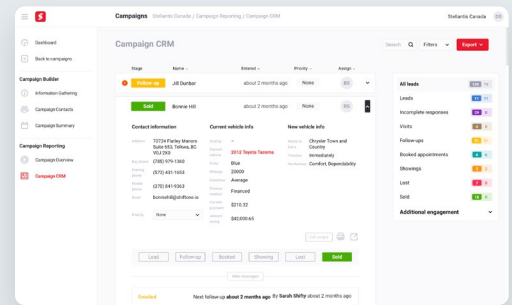
### Advanced Data Processing & Targeting

- Our campaigns target your DMS data to identify statistically likely buyers
- Isolate customers with valid email, mobile, or mailing info
- 100% CASL compliant

### Expert Support Without the Overhead

- Campaign launch meeting and onboarding support
- Access to Shift One Analytics Dashboard and CRM
- Optional phone support available to assist booking appointments

## Shift One: Your All-In-One Campaign Management Tool



Everything is managed in Shift One — no juggling multiple systems or waiting on reps. You control your campaign from start to finish with full visibility into:

- **Lead follow-ups**
- **Appointment scheduling**
- **Performance metrics and reports**
- **Real-time team collaboration**

"Overall, a great campaign execution. The Shift team was exceptional with follow-up and always were available for any and all questions."

**Craig Hendry**, President  
Wendell Motors (Kitchener, Ontario)



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