



# CSSR 2.0

Powered by DEALER DIRECT

# \$500 /month

Includes:

## Ongoing GM CSSR Program Management, Production and Support at GM Canada

**Creative:** Developed by our award-winning in-house team, GM CSSR messaging is continuously refined to remain on-brand, impactful, and persuasive.

**Strategy:** Ongoing program reviews and adjustments ensure a competitive advantage in both sales and service.

**Analytics:** Continuous assessment and refinement through embedded test-and-learn methodology, aligning insights with execution to drive measurable improvement.

**Technology:** Sustained investment in marketing automation, data management, and platform capabilities.

**Production Services:** Email and SMS services included at no additional cost. Direct Mail services are offered at competitive rates, variable by format (see Dealer Direct for details).

**Concierge & Support:** Full access to GM Dealer Direct Concierge and Support Services.

## Seamless Integration with GM Enterprise and Partner platforms

Integration with GM Dealer Direct apps and services, including:

- Lead Management – integration with Dealer Direct and Dealer CRM
- Campaign Builder
- DealDriver
- MatchMaker
- List Generator

