

Maserati North America Selects Affinitiv to Provide Aftersales Marketing for Maserati LUX Owner Retention Program

CHICAGO, IL, UNITED STATES, October 9, 2017 /EINPresswire.com/ -- [Affinitiv](#), a leading provider of marketing and technology services to automotive manufacturers and dealerships, today announced it has been selected by Maserati North America as the exclusive aftersales marketing provider for its LUX owner retention program. The program is designed to bring customers back to Maserati dealerships for service after purchase of a vehicle, continue customer communications with multi-channel marketing and keep customers engaged throughout the ownership and re-purchase lifecycle.



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Scot Eisenfelder, Executive Chairman, Affinitiv

“Our marketing solutions are strategically designed to build brand loyalty and to elevate customer perceptions' of Maserati dealership service departments compared with independent repair facilities,” said Scot Eisenfelder, Executive Chairman of Affinitiv. “Our messages are highly relevant and personalized, demonstrating to customers that their dealership is committed to their satisfaction.”

Affinitiv's end-to-end service marketing solution is driven entirely by data and advanced analytics, allowing dealers to send customers highly targeted messages at the right time on the right communications channel. Affinitiv's layered, multi-

channel communications approach has been proven to increase reach and frequency, boost response rates, lower marketing spend and improve customer retention.

The Maserati LUX ownership retention program makes it easy for dealers to raise awareness of, and promote, their service department expertise as well as aftersales products like accessories and tires. Maserati North America's customers will receive consistent, timely communications regarding the handling and upkeep of their vehicles. This proactive marketing approach has been proven to build strong customer relationships and maximize dealership revenue.

Maserati dealers that enroll in the Maserati LUX co-op program are reimbursed 50 percent of their marketing cost. Maserati North America oversees the program and ensures that all design and messaging meets its corporate branding standards and guidelines.

In the past year, Affinitiv has continued to share its vision of creating [connected customers for life](#) with auto manufacturers. Currently a dozen OEMs are using Affinitiv aftersales marketing solutions to create loyal and repeat customers. Affinitiv's current OEM partners include BMW, Kia, Lexus,

Chrysler, Volkswagen, MINI, GM, Porsche, Mitsubishi, Audi, Volvo, Rolls-Royce Motor Cars and Maserati North America.

Headquartered in Chicago, Illinois, Affinitiv has seven offices across North America and India, and employees more than 500 team members.

For more information, visit www.affinitiv.com.

About Affinitiv:

Affinitiv is a leading marketing technology company exclusively serving automotive manufacturers (OEMs), dealership groups, and individual dealers. Affinitiv enables its customers to produce, manage, measure, and optimize multi-channel communications to drive brand loyalty and increase revenue across the dealership. Affinitiv's digital and analytic capabilities offer an end-to-end solution that supports a consistent experience across the entire consumer lifecycle. Affinitiv was formed through the strategic combination of DPS, Peak Performance, OneCommand, and TimeHighway.com. Affinitiv is headquartered in Chicago, IL.

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