

# RevUP Influence for enhancing Influencer Engagement in the Auto Aftermarket



RevUP Influence is an Instant Message Based Platform for enhancing the influencer engagement in the Auto Aftermarket

## Drive Pull Demand from Influencers

Influence Retailers and Mechanics through WhatsApp-based 2-way communication for product information, recommendation and ad-hoc sales querying

We subscribe to a "Fit for Purpose" Philosophy. That means we build scalable solutions that suit your current and future needs, but we will not overbuild or overburden you with more than what is required.

## Push Business Critical Communication

Using AI/ML models companies can push critical communication such as SKU Level Purchase recommendation, product bundles. Apart from this companies can also push repair tutorial videos, new products, promotions.

## Guided Menu-Based Chat Query

Enables the influencer to transact and increase engagement

### Benefits of RevUP Influence:

- Customizable menu-based chat queries
- Provision of transaction for the influencer
- Apart from queries and promotional messages the application also communicates the reward/loyalty program which were earlier accessed by app



### \ ENGAGE \

Engage the influencer through guided menu-based queries on WhatsApp



### \ ENHANCE \

Enhance your reach to thousands of influencers on most used platform of WhatsApp



### \ EMBED \

Embed your Brands positioning in the mind of influencer through queries pertaining to transaction features and promo campaigns on WhatsApp

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