

Drive Sales and Service Retention, **Reduce** Waste, Deliver **Results**.

ConsumerConnection+

The **data-driven multi-channel** solution that reaches your customers on a **1:1 level** to provide an improved and consistent **customer experience** by reaching each customer where they engage to **maximize results and marketing efficiencies**.

CC+ GIVES YOU WHAT YOU WANT



Optimize your marketing spend

- ✓ **Digital-first** messaging



Customer Experience

- ✓ Integration of **Pickup & Delivery, Mobile Service and Online Scheduling**



Reach your customers first digitally

- ✓ With your service offers via **1:1 messaging to your customers** across thousand of websites and apps



ICI Fit List Private Offers

- ✓ **Easy access** with email and phone appended. Quarterly **turn-key** campaigns



Accurate Service Reminders

- ✓ **Connected Vehicle** modem data aligned with FordPass™ and Lincoln Way™ App notifications



Quarterly Service Event Alignment

- ✓ **Your offers** and the National Service Offer for **each event**



Integrated Rewards Points

- ✓ Communications feature your customers **Tiers** and **Points balances**



Recalls

- ✓ **Easy** to sort and order open Recall campaigns to your customers

DEALER SUPPORT

ConsumerConnection+ delivers **top-notch** consultation and seamless follow-up for you.

In Dealership onboarding



Quarterly Product Specialist in Dealership consultation



Dedicated inside Program Headquarters Representative, with monthly consultation call



Monthly package fee, digital 1:1 targeting fee and all non-subsidized communications are a 100% Co-op/LBEAP FordDirect turn-key submitted



Please note: Lincoln Retailer and Quick Lane Dealer branding are included.

Contact Your Product Specialist for Pricing and a Live Demo.
Or call Program Headquarters at 866-777-0389.

FORDDIRECT
- PRODUCT -
PARTNER

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ADDITIONAL FEATURES

Actionable reporting dashboard and response rates	✓
Enriched DMS data	✓
Email appends	✓
Email creator tool	✓
Conquesting and additional ad hoc communications	✓
Custom direct mail	✓
Dealer/Retailer logo on communications	✓
Additional personalization of templates (images/copy)	✓
Added customization, including your dealership's photo	✓
View your customers communications and service history	✓

FordDirect Integrations

- ✓ Dealer DMS data
- ✓ FordPass and LAR Rewards data
- ✓ Connected Vehicle data
- ✓ Service appointment data
- ✓ FordDirect VinReal
- ✓ FordDirect CRM Partners
- ✓ Recall data
- ✓ ICI Private Offers and customer lists