



## Genesis owner marketing

effective and comprehensive digital marketing solutions  
to exceed your expectations

Epsilon®

## Slide 1

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**NM1** Do not use Genesis font, use arial. Update image.  
Noelle McIntire, 2025-10-16T17:37:01.356

# Enrolled retailers service **MORE** cars, **MORE** often – resulting in **MORE**

## Reactivate Inactive Owners

Owners who have **not** been in for service **12 months** or more

30%

Response  
Rate

8.2%

Repeat  
Visits

INACTIVE average 1-year  
RO value

**\$962**

## Acquire Conquest Owners

Genesis owners who have never bought or  
serviced at a Genesis retailer

45%

Genesis Conquest  
Owners Came for  
Services

54%

Repeat  
Visits

CONQUEST average 1-  
year RO value

**\$1,535**

National averages from Jan-Oct 2025

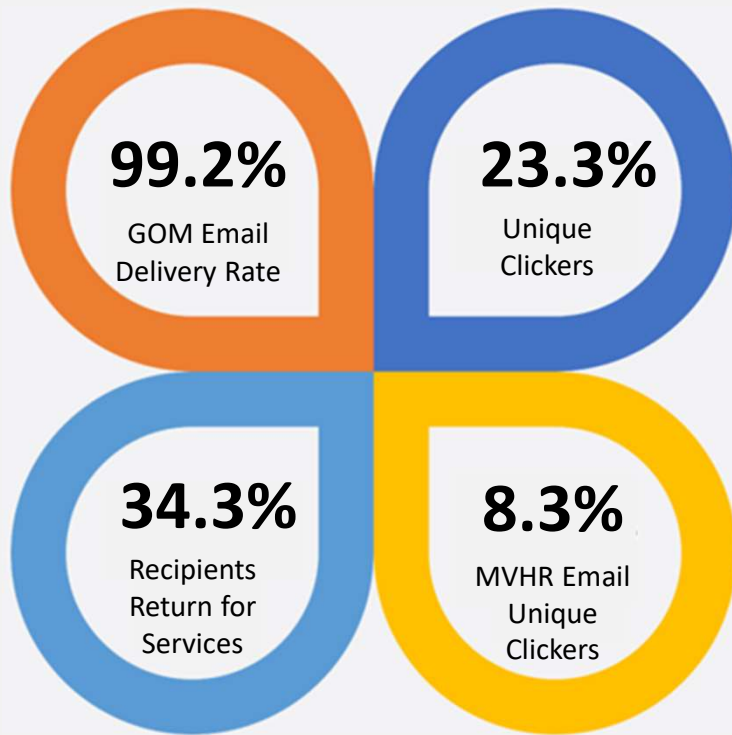
The inactive response rate comes from winback campaign with a 60-day response window

The conquest service rate comes from the conquest population as of December 2024 who received service in 2025

A customer is counted as a repeat visitor if they come in for service before March 2025 and return again in any subsequent month

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# Click GOM Email Metrics



The timeframe are looking at campaigns that sent between Jan to Aug 2025 with 60 days response windows.

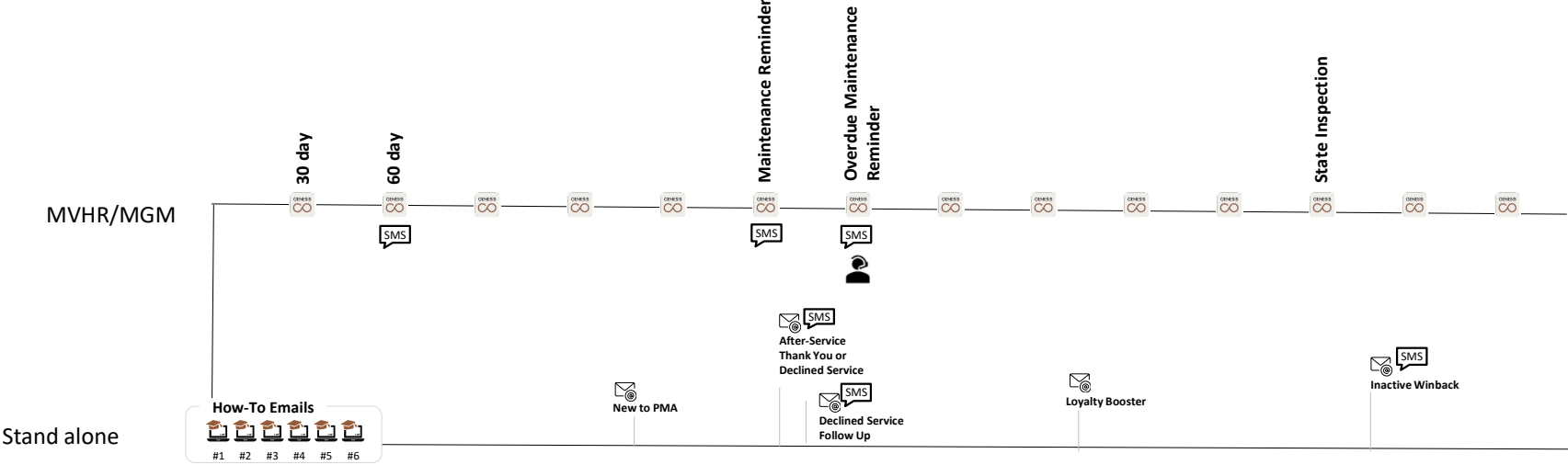
# Genesis Owner Marketing 3.0

## Monthly Vehicle Health Report: MVHR

Connected Services data triggers cadence and channel mix based on vehicle telematics data.

## MyGenesis Monthly: MGM

Driven by your DMS data, cadence and channels mix will be strategically deployed based on factory-recommended service intervals & each owner's driving behaviors.



COMMUNICATIONS Triggered, as needed:	Thank You for Service or Declined Service Declined Service Follow-up New to PMA Loyalty Booster Inactive Owner Winback	Mvhr/mgm Modules, as needed:	Recall/Service Campaign Vehicle Health Status Connected Service Enrollment Connected Service Education Digital Key Enrollment How-to Vehicle feature education State Inspection Pre-GCM Expiration	key MVHR/MGM Email Email Text Message Live call
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# MONTHLY VEHICLE HEALTH REPORT (MVHR) & MY GENESIS MONTHLY (MGM)

Each month, intelligently selected modules will be triggered in the MVHR or MGM to provide next best calls to action.



## MVHR/MGM Modules:

30-Day and 60-Day Communications	Sent after purchase with a welcome message and promotion of Service Valet, Genesis Complimentary Maintenance, and Genesis Connected Services.
Maintenance Reminder	<p>Your owners are reminded when service is due and prompted to schedule service directly from the email. For original Genesis owners* only, it reinforces the extraordinary benefits of Complimentary Scheduled Maintenance and Genesis Service Valet.</p> <p><i>*First owner of vehicle.</i></p>
Overdue Maintenance Reminder	Provides a helpful follow-up to your Genesis owners, indicating that needed maintenance may be overdue. This email will be sent after the missed service due date and demonstrates your attentive concern while reiterating the benefits of Genesis ownership.
State Inspection	The State Inspection communication is designed to remind owners, residing in states requiring vehicle assessment, that their upcoming inspection is due, and identifying their retailer as the best place to have the inspection completed.
Pre-Genesis Complimentary Maintenance Expiration	This communication focuses on owners entering the 4th year of ownership, to prepare them for the additional services and expenses after the complimentary service period is over.
Recall	The recall module identifies if the VIN has an open recall or service campaign that needs to be completed.





## MEET TYLER HYNES

**Vehicle:** 2023 Electrified G80

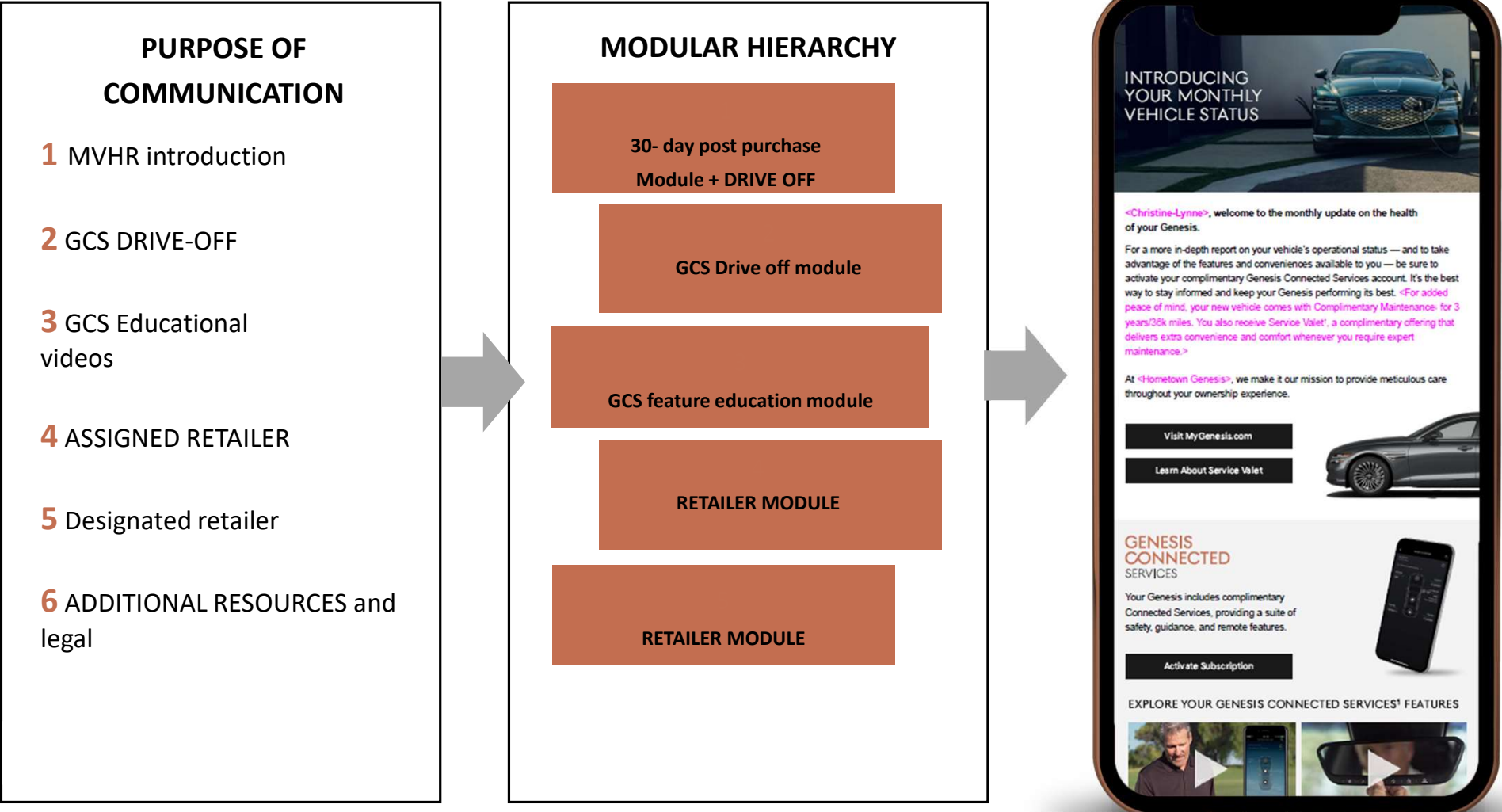
**Vehicle Age:** 1 month

**Location:** Stamford, CT

Tyler recently purchased his brand-new Electrified G80 and did not activate his GCS subscription. For a new owner like Tyler, the goal of his initial MyGenesis Monthly is to reintroduce the owner benefits included as part of being a new Genesis owner and reinforce his designated retailer information.

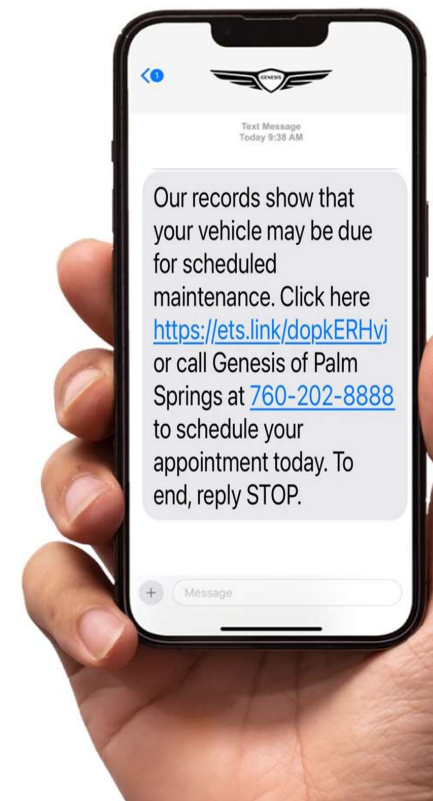
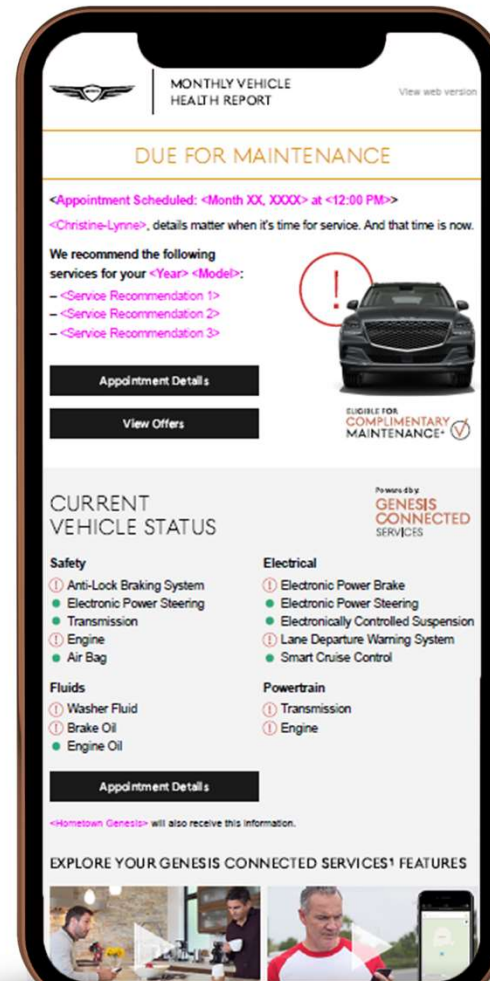
The dynamic MyGenesis Monthly for a non-connected vehicle populates with a hierarchy of messaging that best suits Tyler's needs at this point of his ownership journey.

TYLER'S DYNAMIC MyGenesis communication

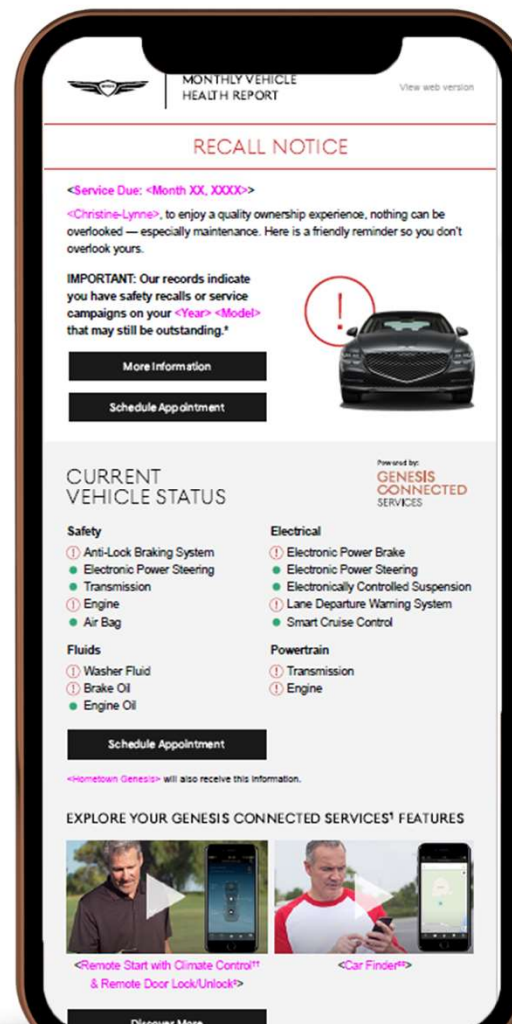




## MEET CHRISTINE LYNNE



## MEET TODD HOFFMAN



ADDITIONAL TOUCH POINTS

These additional communications can increase service and parts revenue for retailers:

WE'RE IN YOUR AREA  
FOR CLOSER ATTENTION  
TO SERVICE



<Appointment Scheduled: <Month XX, XXXX> at <12:00 PM>>  
<Christine-Lynne>, we look forward to serving you at <Hometown Genesis>.

Welcome to the neighborhood. Luckily, your new neighbors are experts in providing meticulous service for your Genesis. We hope you will come and see us for all your vehicle needs.

Appointment Details

View Offers



WHERE TO FIND US

<Hometown Genesis>  
<123 Main Street>  
<Anytown, USA 12345>  
Genesis Service: <XXX-XXX-XXXX>  
<www.retailerwebsiteURL.com>

Service Hours  
<Mon. - Thur. 9:00 AM - 9:00 PM>  
<Fri. 9:00 AM - 9:00 PM>  
<Sat. 9:00 AM - 9:00 PM>  
<Sun. 9:00 AM - 9:00 PM>



Electrified Vehicle  
Retailer



CIRCLE OF  
PRESTIGE

Visit Us Online

After-Service  
Thank You

Thanks owners for taking advantage of your exceptional maintenance offerings, reinforces the benefits of Genesis ownership, and builds ongoing satisfaction with your retailer.

After-Service Thank  
You With Decline

Identifies specific services an owner chose not to have completed at the time of their appointment. Specific offers for those services are included to encourage the owner to return and complete the repairs.

Declined Service  
Follow-Up

Helpful follow-up to your Genesis owners, bringing attention to the services and/or repairs that were recommended and not yet completed.

Loyalty Booster

Triggered by predictive modeling that detects vehicles likely in need of repairs, this email provides offers for those services — which are likely outside of the Genesis Complimentary Maintenance window. These repairs often involve brakes, batteries, and tires.

New to Area

Owners who have relocated to a new retailer's primary market area will receive the New to Area communication, introducing them to their new retailer and including specific retailer offers.

Winback

For owners who have missed service maintenance with their retailer, a Winback communication educates them on the value of factory-trained technicians and genuine parts, and includes incentivizing offers to help bring them back for service.

## Slide 10

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**NM1**

**Add stats**

Noelle McIntire, 2025-11-17T21:15:12.137



## NEW MARKETING CHANNELS

### Overdue Maintenance Reminder Live Agent Call

Owners who are unresponsive to email regarding overdue maintenance will be contacted by a live agent for follow-up.

### SMS Notifications

When owners opt in to receiving SMS messaging, they will automatically receive an accompanying text message every time one of the following communications deploys. This reinforces the call-to-action driving them to their retailer for service.

- 60-Day Welcome
- After-Service Thank You
- Maintenance Reminder
- Declined Service
- Overdue Maintenance Reminder
- Inactive Winback



## SERVICE OFFERS AND OFFER MANAGEMENT

Service offers are incredibly effective in delivering a higher ROI by helping to increase service traffic and build stronger loyalty and retention. To make offer selection and deployment easy, retailers can choose from a library, which manages all offers in ONE PLACE so they can display consistently across multiple sites.

### Service offers are available for:

1. Genesis Owner Marketing communications
2. MyGenesis.com
3. Your retailer website

## ONDEMAND COMMUNICATIONS

OnDemand communications focus on a specific topic or service need. All you have to do is decide which one(s) you want to send, which owners to communicate to, and which offers you'd like to include. As the name implies, you can do this anytime you "demand."

### OnDemand communications include:

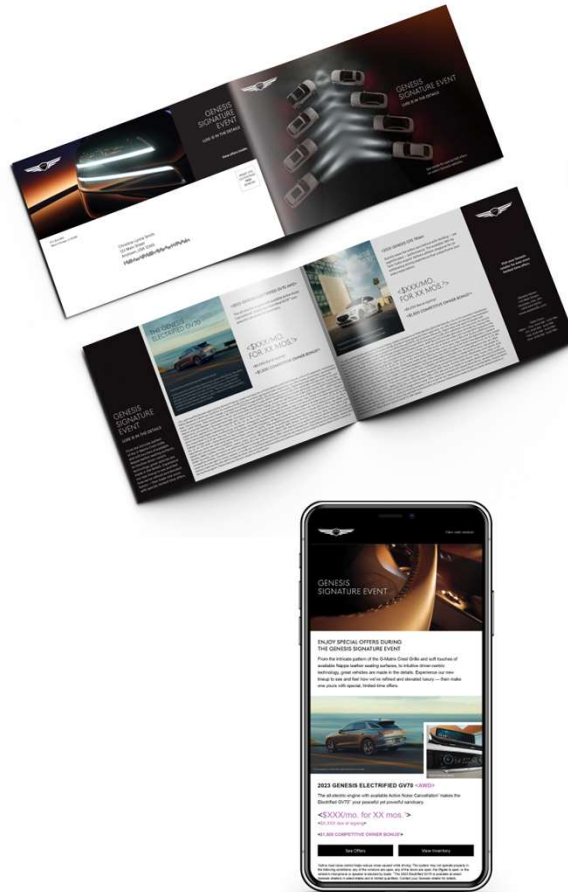
- Emails at no additional charge
- Direct mail templates
- Monthly marketing initiatives proposed by your dedicated marketing consultant to help:
  - Target specific owners via VIN
  - Choose specific service offers
  - Maximize response

## Genesis direct connection

Provide elevated Tier 3 Genesis branded turn-key email and direct mail solutions to support vehicle sales in coordination with Tier 1 marketing efforts.



# Genesis Direct Connection



## Promote new vehicles to current & conquest owners

**Genesis Direct Connection** helps boost revenue, move more inventory, and extend owner relationships with access to:

- Turnkey, pre-approved Genesis-compliant direct mail & email
- Qualified in-market conquest audiences
- Current in-market **Genesis** owners
- Co-op eligibility
- Promote 2 vehicles with incentives based on regional/ national incentives

## Slide 13

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**NM1** Kayla and Fei working on stats to add here  
Noelle McIntire, 2025-10-16T17:40:19.361

**NM2** Add graphics  
Noelle McIntire, 2025-11-17T21:12:52.983