

CSS RETAIL CREATIVE EXAMPLES



PROGRAM PRICING INCLUDED (OWNERS)

Included in CSSR Gold participation is exclusive access to your owner platform. Customize your budget across multiple channels toward In-Market Owner advertising.

- Owner Platform & Data Management included with CSSR Gold Package
- Channel Spend + \$95 Campaign Set-Up Fee
- 100% Turnkey iMR Match Eligible (Sales)

Choose Your CSSRetail Package (Gold or Full)	CSSRetail Gold (Owners)	Full CSSRetail (Owners & Conquest)
Dedicated Retail Sales Representative	<input type="radio"/>	<input type="radio"/>
Custom Media & Channel Options	<input type="radio"/>	<input type="radio"/>
Multiple Campaign Options	<input type="radio"/>	<input type="radio"/>
Brand-Specific Creative	<input type="radio"/>	<input type="radio"/>
In-Market Modeling using PVE	<input type="radio"/>	<input type="radio"/>
Reporting Access + Real Attribution Metrics	<input type="radio"/>	<input type="radio"/>
OEM 1st Party Data + DMS Integration	<input type="radio"/>	<input type="radio"/>
Custom Landing Page (PURL)	<input type="radio"/>	<input type="radio"/>
CRM Lead Generation	<input type="radio"/>	<input type="radio"/>
Access to Owner Data	<input type="radio"/>	<input type="radio"/>
Access to Owner & Conquest Data		<input type="radio"/>
Onboarding Specialist (Dealer-customized offers & disclaimer setting)		<input type="radio"/>
Dealer Custom Offers w/ Dynamic Inventory Creative		<input type="radio"/>
Always-On Display Media (~20,000 Impressions Targeting In-Market Owners/Conquest Audience)		<input type="radio"/>

CSS RETAIL UPGRADE PRICING (+ CONQUEST)

Upgrade your **CSSRetail** experience, and you'll have exclusive insights and conquest opportunities to help your retail marketing reach maximum effectiveness. Plus, customized inventory payment offers designed to entice customers with the best pricing on in-stock inventory.

- Owner & Conquest Platform & Data Management
- Channel Spend + \$0 Campaign Set-Up Fee
- 100% Turnkey iMR Match Eligible (Sales)

Additional fees apply

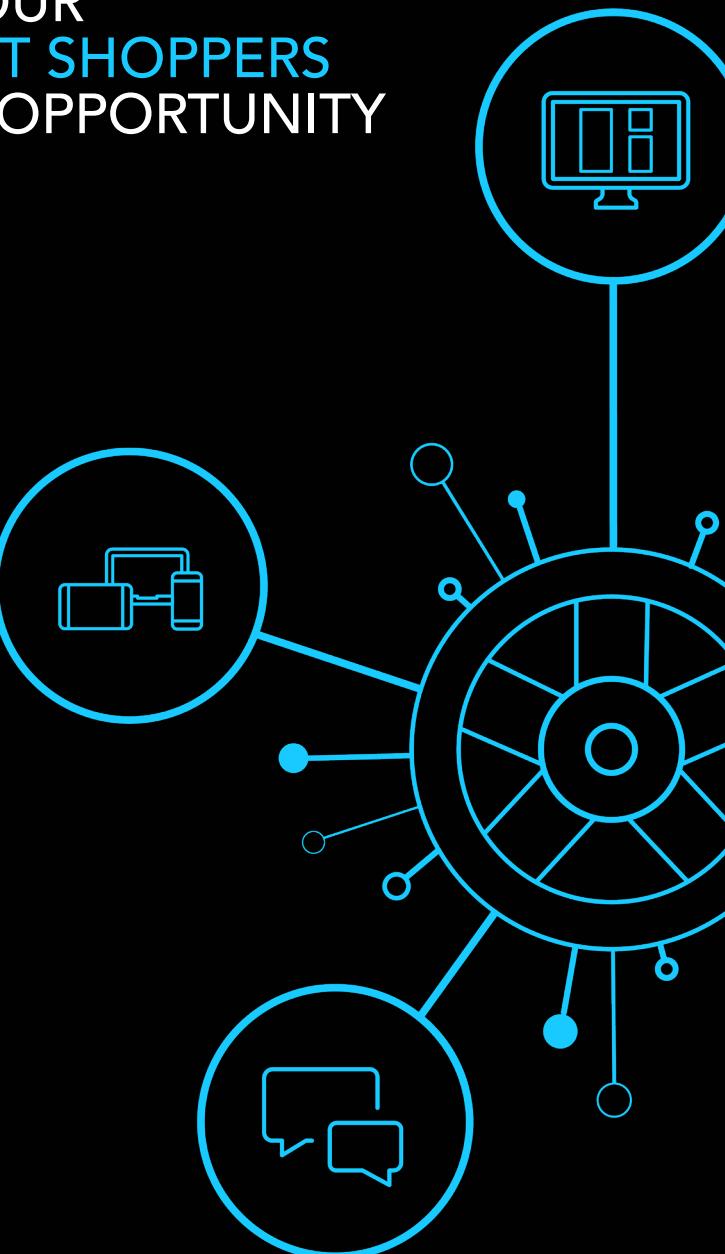
Contact Your Dealer Marketing Consultant
for Pricing and a Live Demo



To learn more about CSSRetail, please contact Program Headquarters.
Phone: 800.292.9220 • Email: CSSRetailSupport@Epsilon.com

CSS Retail

REACH YOUR
IN-MARKET SHOPPERS
AT EVERY OPPORTUNITY



Powered by:
Epsilon



WHAT IS CSSRETAIL?

Epsilon's brand-new, digitally driven, omni-channel sales platform.

WHAT DOES CSSRETAIL ALLOW YOU TO DO?

- Stay in front of in-market consumers with "Always On" campaigns
- Understand your owner opportunities with new insights
- Deliver customized, personalized, multi-channel ad campaigns at the click of a button
- Eliminate wasted spend by advertising to the most in-market shoppers, when and on what channel with the vehicles you have in stock that day

DRIVEN BY INTELLIGENT DATA

At the heart of **CSSRetail** is Epsilon's Personal Value Engine (PVE). It connects and tracks consumer's online and offline behavior, transactions, purchase tendencies, life events, vehicle equity positions and more than 7,000 additional attributes on each individual consumer. Epsilon has intelligence on over 250 million consumers and all of their devices.

Epsilon then applies machine learning and analytic modeling to identify the most in-market consumers in your dealership's PMA. These customers are now accessible and reachable through your **CSSRetail** marketing platform. Now you are empowered to know your customers and activate ad campaigns to those customers whenever you want. It's that simple. And that powerful.



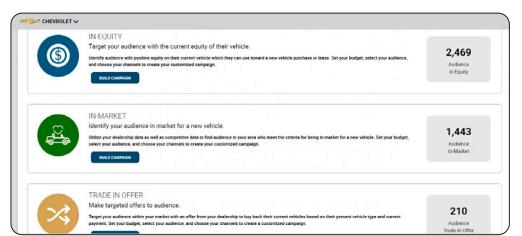
ELIMINATE WASTED SPENDING

Owner Audience Targeting

Utilizing the power of Epsilon's PVE + your DMS data, you now have the power to target consumers with a hyper-personalized retail campaign through **all of our offered channels**. Epsilon automatically scrubs your owner database so that you can focus your ad dollars on getting consumers through your doors.

INVENTORY SPECIFIC CAMPAIGNS

Marketing only in-stock vehicles keeps your inventory at the forefront of all your campaigns. With **CSSRetail**, every channel is personalized and dynamic from your inventory. Select from a variety of data-driven creative options to help get in front of your customers with relevant messaging.

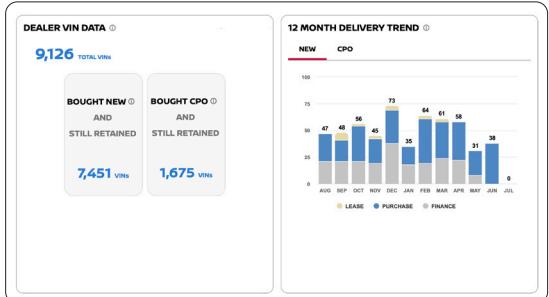


INSIGHTS

Unmatched data and exclusive insights allow you to target in-market Owners & Conquests, when you upgrade. You need to advertise with intention.

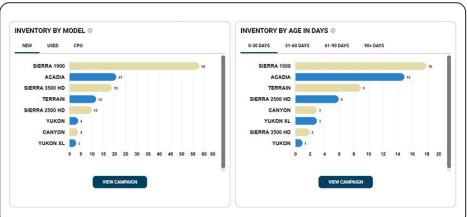
Dealer VIN Data • 12-month Delivery Trend

Get a detailed snapshot of your annual delivery records. Your Dealer VIN data gives you a comprehensive look at retail sales history. Easily identify and summarize lease, purchase and finance trends from your new, CPO and used consumers. This will help you establish an insight-based marketing plan.



Inventory

Inventory by model represents the number of vehicles by model available. The following insights provide more detail on the number of owners and available conquests who are currently in-market and looking for a particular model, which is in-market by model. **Inventory by age in days** represents the number of vehicles by model in number of days they have been on the lot in 0–30, 31–60, 61–90 and 90+ increments.

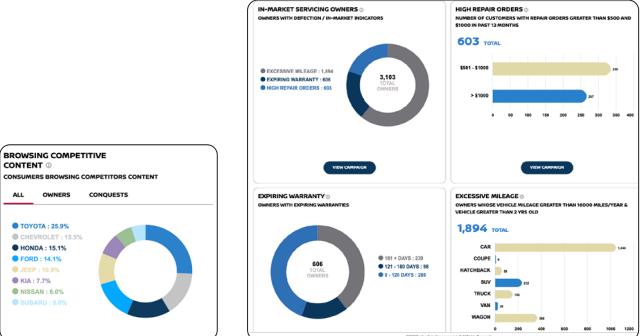


Service Intelligence

Don't miss a service lane retail opportunity. Consumers with high repair orders, expiring warranties or excessive mileage on their current vehicles are some of the most valuable owners to target. When an aftersales consumer starts to show in-market indicators, **CSSRetail** will allow you to target these high-propensity customers with retail messages, complete with personalized offers and incentives that they qualify for.

Online Browsing

Your **CSSRetail** browsing insights highlights competing OEMs in your market. Reach Owners and available Conquests throughout their online shopping journeys.



REAL TIME REPORTS

Attribution metrics will continue to update throughout the duration of the campaign.

- **Cost Per Sale**
- **Unique Customers**
- **Leads Generated**
- **Vehicles Sold**
- **Campaign Spend**
- **Conversion Rate**
- **ROI**

