

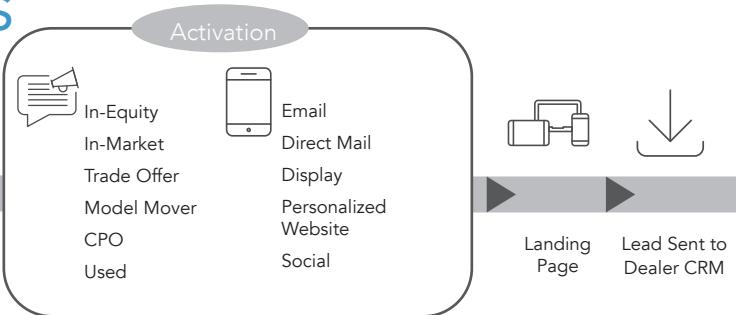
## WHAT YOU WANT

- target real in-market shoppers
- reach consumers across all their devices in real-time
- market YOUR dealership's inventory to buyers
- accurately gauge effectiveness of your campaigns

## WHAT YOU GET

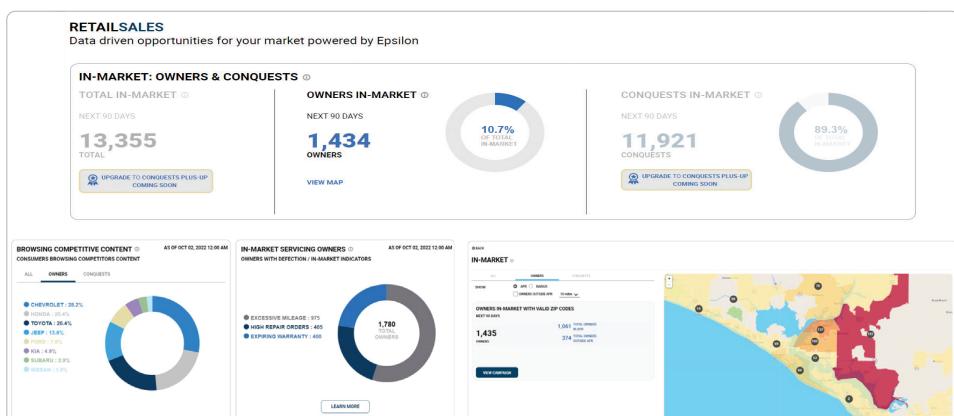
We've built an **Omni-Channel, retail-focused marketing solution** that will reduce wasted advertising budget, target true in-market customers, **drive sales leads** and show results...It just works.

## HOW IT WORKS



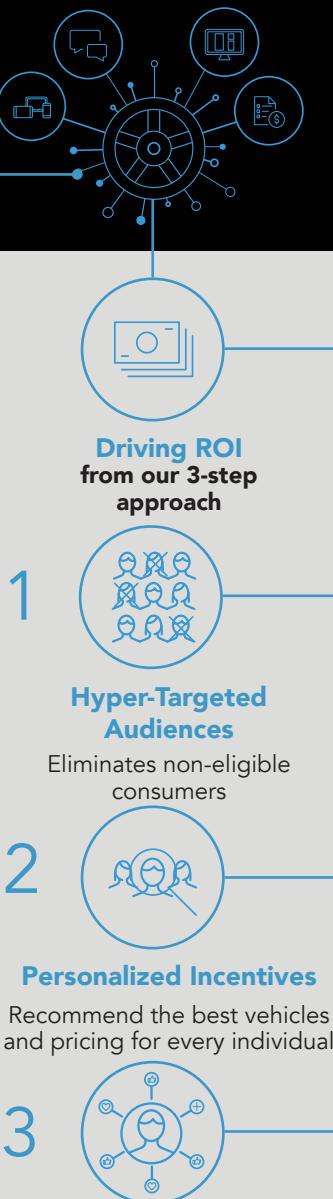
## KNOW YOUR CUSTOMERS

CSSRetail Gold provides you with exclusive owner insights. Through proprietary modeling technology, you get unlimited access to in-market customers when they're ready to buy. Activate your audience with seamless multi-channel marketing campaigns today.



## CSSRETAIL PRICING:

- Owner Platform & Data Management **included** with CSSR Gold Package
- \$95 Campaign Fee + Channel Spend



## WHO'S IN-MARKET?

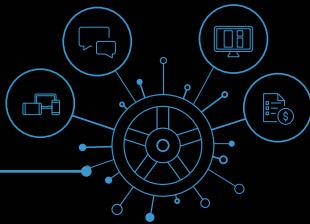
Your campaigns will deploy to customers who are...

### IN-MARKET

Actively browsing for vehicles they need now

### MOST LIKELY TO PURCHASE IN THE NEXT 90 DAYS

Contact your Dealer Marketing Consultant today.  
Call Program Headquarters at 800.292.9220  
CSSRetailsupport@epsilon.com



## CSSRetail + CONQUEST PLATFORM

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 are designed to entice customers with the best pricing on in-stock inventory.

- **Owner & Conquest Platform & Data Management**
- **Channel Spend + \$0 Campaign Set-Up Fee<sup>1</sup>**
- **100% Turnkey iMR Match Eligible (Sales)**

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

1. Additional costs apply.

**Contact Your Dealer Marketing Consultant  
for Pricing and a Live Demo**

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