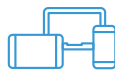


WHAT YOU WANT



target real
in-market shoppers



reach consumers
across all their
devices in real-time



market YOUR
dealership's inventory
to buyers

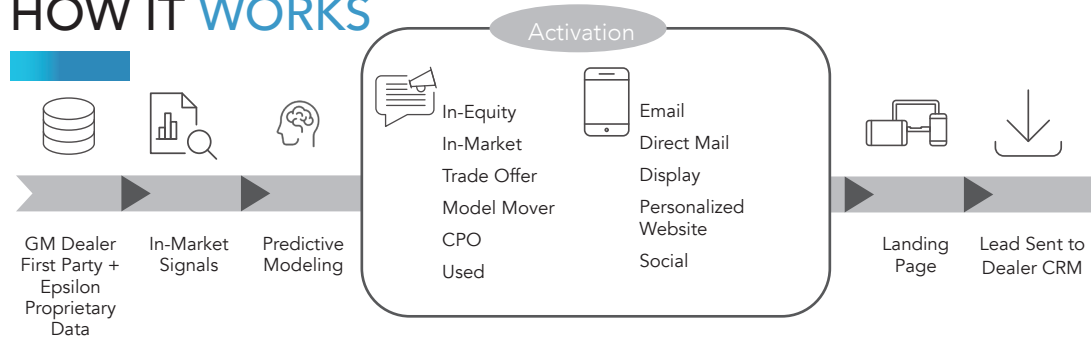


accurately gauge
effectiveness of
your campaigns

WHAT YOU GET

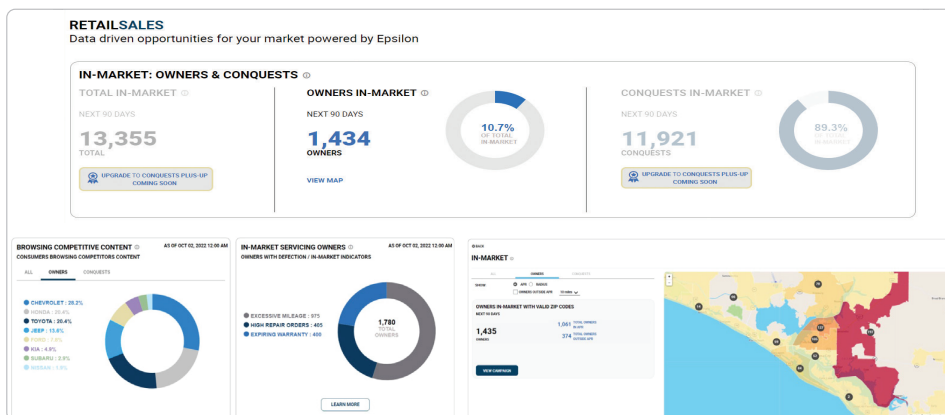
We've built an **Omni-Channel, retail-focused marketing solution** that will reduce wasted advertising budget, target true in-market customers, drive sales leads and show results...It just works.

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

Driving ROI from our 3-step approach

1



Hyper-Targeted Audiences

Eliminates non-eligible
consumers

2



Personalized Incentives

Recommend the best vehicles
and pricing for every individual

3



Custom Media Mix

Select the Channels you want
or have Epsilon do it for you

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 Fee¹**
- **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"/>

1. Additional costs apply.

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