

The Hyundai Owner Experience Process



Epsilon[®]

Effective and comprehensive
digital marketing solutions to
exceed your expectations

Hyundai Metrics

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FORDDIRECT
— PRODUCT —
PARTNER

Enrolled dealers service **MORE** cars, **MORE** often – resulting in **MORE** revenue

Reactivate Inactive Owners

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

15.6%

Response
Rate

9.4%

Repeat
Visits

INACTIVE average 1-
year RO value

\$718

Acquire Conquest Owners

Hyundai owners who have never bought or
serviced at a Hyundai dealership

6.4%

Response
Rate

19.3%

Repeat
Visits

CONQUEST average 1-
year RO value

\$1378

National averages from Jan-Oct 2025

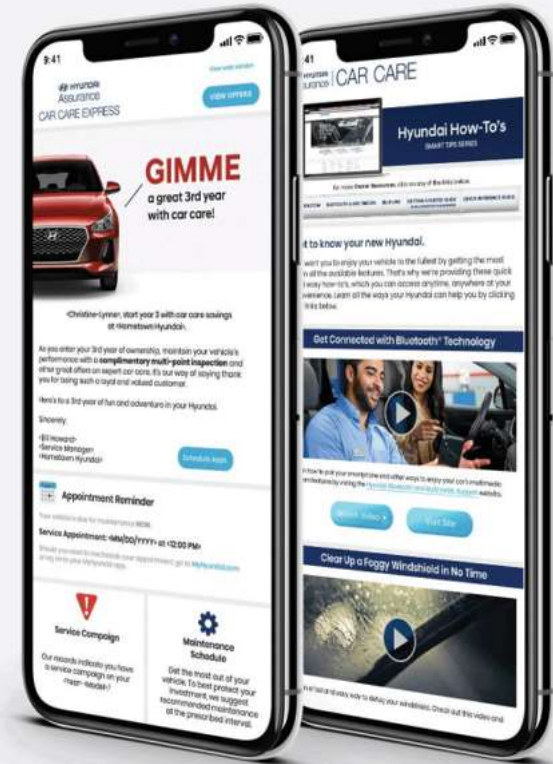
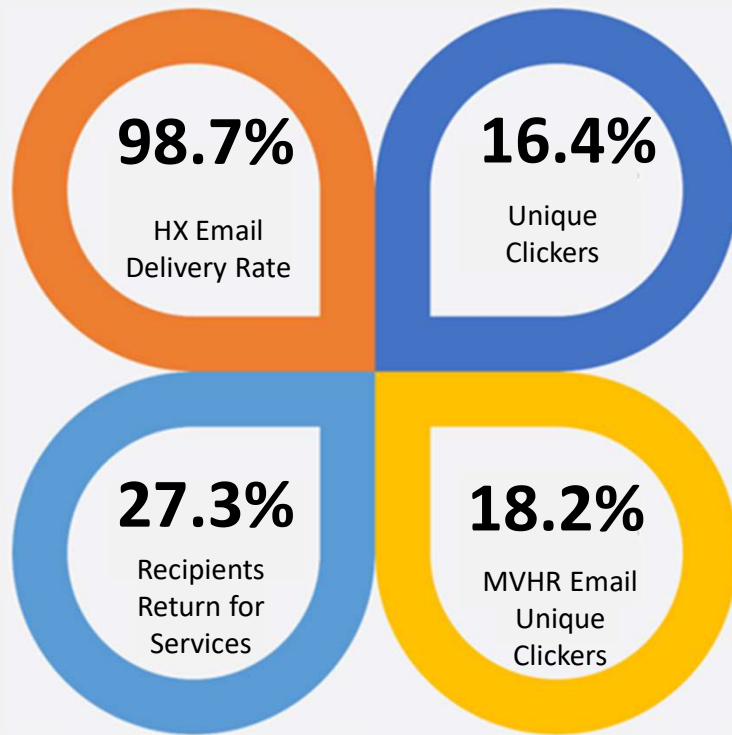
The inactive response rate comes from winback campaign with a 60-day response window

The conquest response rate comes from a true conquest campaign with a 60-day response window

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 Enticing Email Design



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

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OWNER EXPERIENCE

Communication List

Thank You for Purchase



Audience: Purchasers/Lesseees of New or Certified Pre-Owned.

Business Rules: Customers with valid email address receive email

Channels:



Educational How-Tos



Audience: All new owners.

Business Rules: Customers with valid email address

Channels:



Monthly Vehicle Health Report (MVHR/MHOC)



Audience: All owners.

Business Rules: Customers with valid email address

Channels:



Introduction to Service



Audience: Purchasers/Lesseees of New or Certified Pre-Owned.

Business Rules: VIN must have received Thank You for Purchase. Customers with valid email address receive email.

Channels:



Thank You with Declined Service



Audience: Customers who declined a recommended service.

Business Rules: OP Codes received in Hyundai RO feed. Customers with valid email address receive email.

Channels:



3rd Year Get Ready



Audience: Customers close to 3rd year of ownership.

Business Rules: Sent at 22 months of ownership. Customers with valid email address receive email.

Channels:



The following data points can be featured across various communications:

- Recommended Service Module
- MyHyundai Customer Preference Center
- Service Offers
- Dealer Image/Logo/Info
- Bluelink Education
- Recall (API)
- National/Regional Bonus Space
- Amenities
- MyHyundai.com
- Hyundai Car Care Assurance/Car Care Express
- Specialty Logos
- Accessories
- Hyundai Complimentary Maintenance
- Videos



Direct Mail



Email



Target Display Ads

OWNERSHIP CONNECTION OPPORTUNITY MARKETING

OWNER EXPERIENCE Communication List

Thank You for Purchase



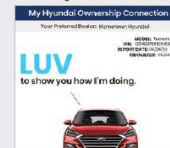
Audience: Purchasers/Lesseees of New or Certified Pre-Owned.
Business Rules: Customers with valid email address receive email.
Channels:

Educational How-Tos



Audience: All new owners.
Business Rules: Customers with valid email address.
Channel:

Monthly Vehicle Health Report (MVHR/MHOC)



Audience: All owners.
Business Rules: Customers with valid email address.
Channel:

Introduction to Service



Audience: Purchasers/Lesseees of New or Certified Pre-Owned.
Business Rules: VIN must have received Thank You for Purchase. Customers with valid email address receive email.
Channels:

Maintenance Reminder



Audience: Due for maintenance with none performed in previous 73 days.
Business Rules: Last visit date (sales or service) within past 12 months. Versioned based on driving habits and audience. Customers with valid email address receive email.
Channels:

Overdue Maintenance Reminder



Audience: No maintenance performed since maintenance reminder was sent.
Business Rules: Have received Maintenance Reminder, not yet serviced. Visited within past 12 months. No service since last Maintenance Reminder. Customers with valid email address receive email.
Channels:

Thank You for Service



Audience: Customers who have completed service at the dealership.
Business Rules: VIN with recent RO that does not qualify for Thank You for Re-Engaging. Has prior service history with dealer. Last visit less than 365 days ago. Customers with valid email address receive email.
Channels:

Thank You with Declined Service



Audience: Customers who declined a recommended service.
Business Rules: OP Codes received in Hyundai RO feed. Customers with valid email address receive email.
Channels:

Thank You with Declined Service Follow-Up



Audience: Have not returned after Thank You w/ Declined Service.
Business Rules: Received Thank You with Declined Service, has not generated an RO. Customers with valid email address receive email.
Channel:

3rd Year Get Ready



Audience: Customers close to 3rd year of ownership.
Business Rules: Sent at 22 months of ownership. Customers with valid email address receive email.
Channels:

Thank You for Re-Engaging



Audience: Recently serviced after absence of at least one year.
Business Rules: Customers with valid email address receive email.
Channels:

Loyalty Booster



Audience: Identified for select services outside of normal maintenance interval.
Business Rules: VIN has visited dealer within 1 year and needs services outside normal maintenance intervals. Customers with valid email address receive email.
Channels:

New to Area



Audience: Customers who moved or newly assigned to a dealer's PMA.
Business Rules: Assignment provided by Urban Science. Customers with valid email address receive email.
Channels:

State Inspection



Audience: Customers due for inspection in required states.
Business Rules: Only for CT, MA, NH, NJ, PA, NY, VT, VA, and WV. Customers with valid email address receive email.
Channels:

Rapid Recapture



Audience: Have not returned for service for almost a year from purchase date.
Business Rules: VIN has not returned & produced RO after 10.5 months of sequential communications. Customers with valid email address receive email.
Channels:

Win Back



Audience: Not responded to program communications and gone inactive.
Business Rules: Analytics determine which VINs to send in the next cycle, with appropriate channel. Customers with valid email address receive email.
Channels:

True Conquest



Audience: Hyundai owners unknown to HMA or dealer, from proprietary database.
Business Rules: TSP data. Customers with valid email address receive email.
Channels:

The following data points can be featured across various communications:

- Recommended Service Module
- BlueLink Education
- Recall (API)
- MyHyundai.com
- Accessories
- Videos
- MyHyundai Customer Preference Center
- National/Regional Bonus Space
- Hyundai Car Care Assurance/Car Care Express
- Hyundai Complimentary Maintenance
- Service Offers
- Dealer Image/Logo/Info
- Amenities
- Specialty Logos



Direct Mail



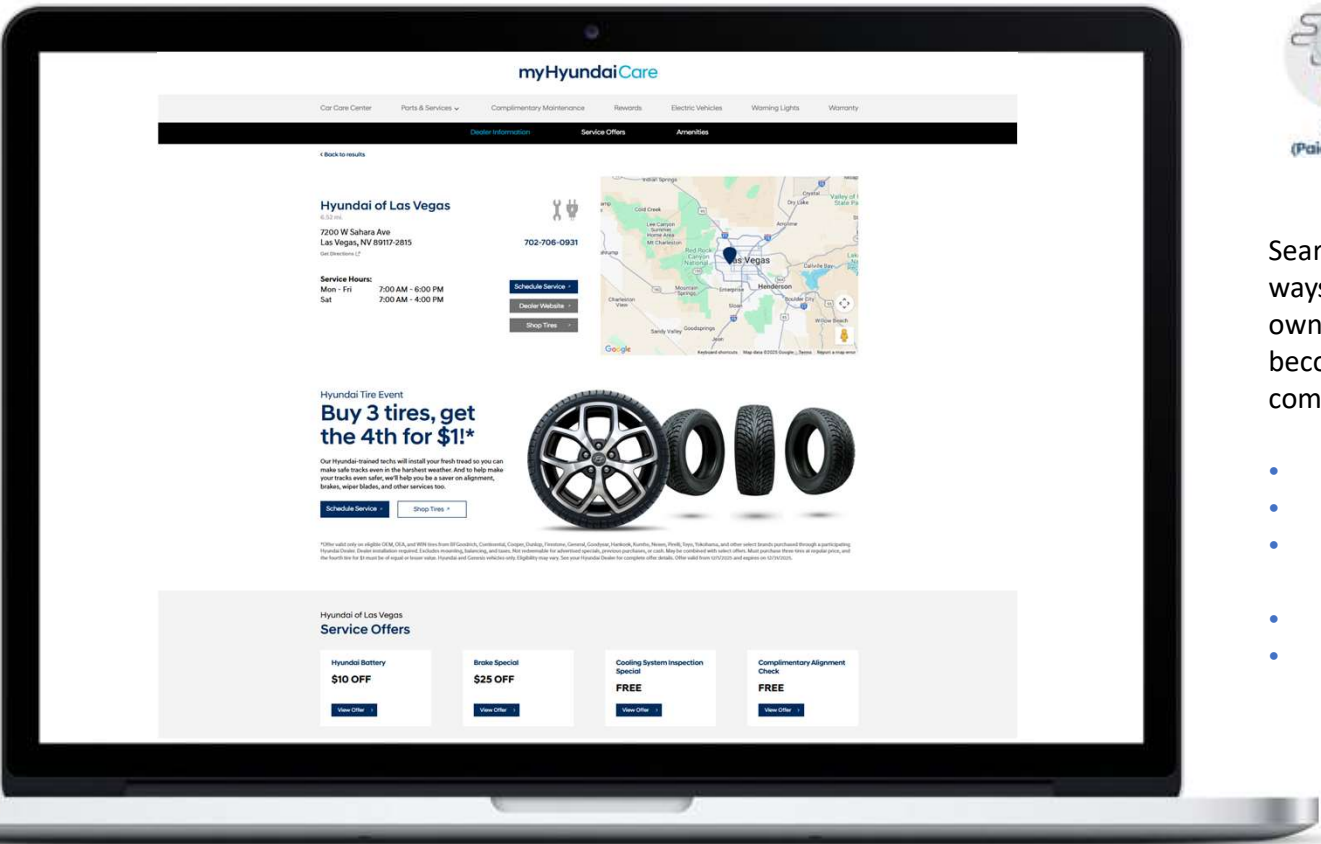
Email



Target Display Ads

Search Engine Marketing

Connect with customers, gather valuable information, and compile various forms of data.



Search Engine Marketing delivers **MORE** ways of reaching owners – including Hyundai owners unknown to you. It also helps you become **MORE** visible than your competitors.

- Custom Dealer Profile page
- HX Integrated Internet Offers
- Links to Appointment Scheduler and More
- How-To Videos
- Up-to-Date SEM Traffic Reporting

Slide 7

NM1 Update image in computer to new website

Noelle McIntire, 2025-10-16T17:33:07.405

NM2 These are very blurry, can we get better images?

Noelle McIntire, 2025-10-16T17:33:32.630

Target Display Advertising



**INCREASE
CAR CARE
APPOINTMENTS**

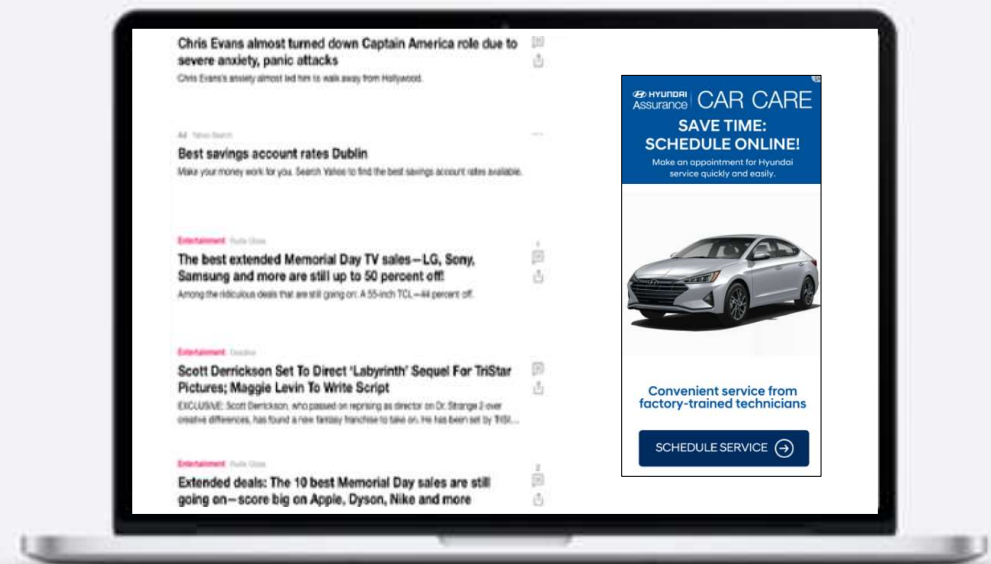


**GROW
CUSTOMER
PAY SALES**



**BUILD
BRAND
LOYALTY**

Display Ads help you **connect with customers online** and enhance your opportunity to **reach them at crucial times in their life cycle.**



Epsilon®

Social Media Content

MORE people seeing your message MORE often – many being new customers



**INCREASE
YOUR BRAND
VISIBILITY**



**ENGAGE CUSTOMERS
OUTSIDE
LOYALTY CIRCLE**



**IMPROVE
SEARCH ENGINE
RANKING**

Eye-catching, high impact social media content covering a variety of service marketing messages is ready-made for dealers to post.



Drive Marketing Revenue

Align activities with a monthly Marketing Calendar and Tier 2 and Metro Mail

90-Day marketing calendar published monthly

HX Portal: OnDemand 180+ Direct Mail & Email templates

- Always on (everyday campaigns)
- Parts and Accessories
- Wholesale
- Seasonal/Holiday

Tier 2 Campaign: Scheduled gang runs

- National promotions
- Seasonal Retention and Conquest
- Recall campaigns
- Metro Market Promotions



Slide 10

NM1

Update calendar

Noelle McIntire, 2025-10-16T17:34:37.539