

The Hyundai Owner Experience Process



Epsilon®

Effective and comprehensive
digital marketing solutions to
exceed your expectations

Hyundai Metrics

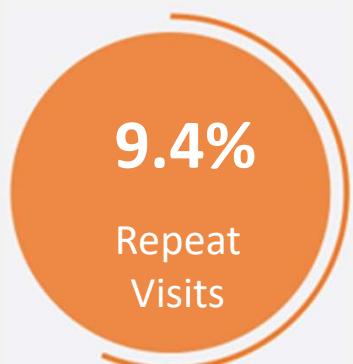
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FORD DIRECT
- PRODUCT -
PARTNER

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



INACTIVE average 1-year RO value

\$718

Acquire Conquest Owners

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



CONQUEST average 1-year RO value

\$1378

National averages from Jan-Oct 2025

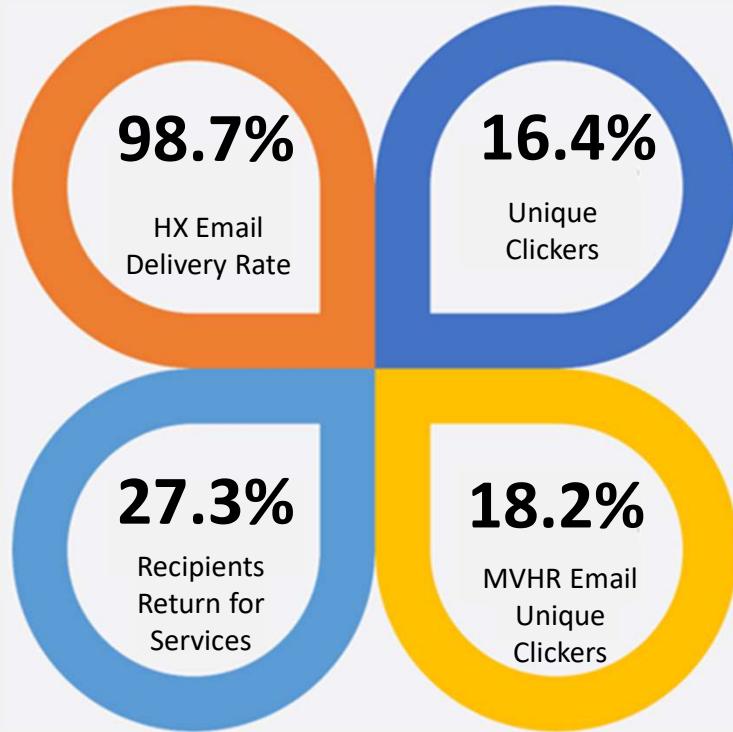
The inactive response rate comes from winback campaign with a 60-day response window

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

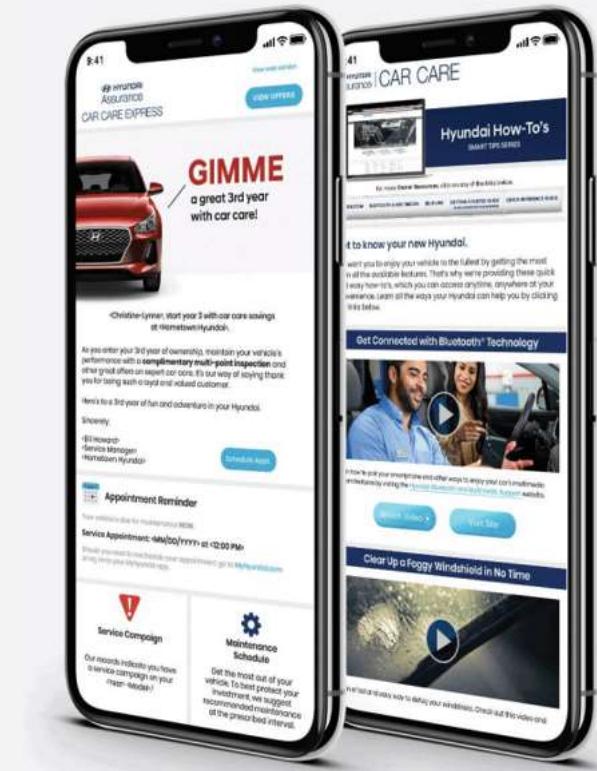
A customer is counted as a repeat visitor if they come in for service before March 2025 and return again in any subsequent month

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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

Introduction to Service

BTW
you'll help keep me running great with regular maintenance.

UH-OH
you left without my maintenance!

Thank You for Purchase

THX
for purchasing me. Come back for all my car needs.

Educational How-Tos

CAR CARE SMART TIP SERIES

Get to know your new Hyundai.

Monthly Vehicle Health Report (MVHR/MHOC)

LUV
to show you how I'm doing.

Thank You with Declined Service

3rd Year Get Ready

Channels:  

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

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

Audience: All new owners.

Business Rules: Customers with valid email address

Channel:  

Audience: All owners.

Business Rules: Customers with valid email address

Channel:  

 Direct Mail  Email  Target Display Ads

The following data points can be featured across various communications:

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

OWNERSHIP CONNECTION OPPORTUNITY MARKETING

OWNER EXPERIENCE

Communication List

Introduction to Service

BTW
you'll help keep me running great with regular maintenance.

Audience: Purchasers/Lessees 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

FYI
It's time for my scheduled maintenance.

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:

Thank You for Purchase

THX
for purchasing me. Come back to all my car needs.

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

Business Rules: Customers with valid email address receive email.

Channels:

Educational How-Tos

HYUNDAI HOW TO'S
CAR CARE SMART TIP SERIES

Audience: All new owners.

Business Rules: Customers with valid email address.

Channels:

Monthly Vehicle Health Report (MVHR/MHOC)

My Hyundai Ownership Connection

LUV
to show you how I'm doing.

Audience: All owners.

Business Rules: Customers with valid email address.

Channels:

Thank You for Service

GR8FUL
for the expert car care.

Audience: Customers who have completed service at the dealership.

Business Rules: VIN with recent RO that does not qualify for Thank You with Declined Service or 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:

Overdue Maintenance Reminder

WHOA
I'm overdue for maintenance!

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:

3rd Year Get Ready

GIMME
a great 3rd year with car care!

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

XOXO
for taking me back for car care.

Audience: Recently serviced after absence of at least one year.

Business Rules: Customers with valid email address receive email.

Channels:

Loyalty Booster

HEY U
let's make expert car care a regular thing!

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

HEY
great car care is really close by!

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

ATTN:
I'm due for a 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

RU
sure I'm getting expert car care?

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

BRB
going to get expert car care!

Audience: Not responded to program communications and gone inactive.

Business Rules: Analytics determine which VINS to send to in the next cycle, with appropriate channel. Customers with valid email address receive email.

Channels:

True Conquest

GR8
car care is what I need!

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
- MyHyundai Customer Preference Center
- Bluelink Education
- Recall (API)
- National/Regional Bonus Space
- MyHyundai.com
- Accessories
- Videos
- Service Offers
- Dealer Image/Logo/Info
- Amenities
- Specialty Logos

Direct Mail

Email

Target Display Ads

NM1

Search Engine Marketing

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

The laptop screen displays the myHyundaiCare website for Hyundai of Las Vegas. The page includes:

- Hyundai of Las Vegas** address: 7000 W Sahara Ave, Las Vegas, NV 89117-2815
- Service Hours:** Mon - Fri: 7:00 AM - 6:00 PM; Sat: 7:00 AM - 4:00 PM
- 702-706-0931**
- Schedule Service**, **Dealer Website**, **Shop Tires** buttons
- Hyundai Tire Event**: **Buy 3 tires, get the 4th for \$11***
- Service Offers** section with:
 - Hyundai Battery**: \$10 OFF
 - Brake Special**: \$25 OFF
 - Cooling System Inspection Special**: FREE
 - Complimentary Alignment Check**: FREE



SEM
(Paid Search)



Custom Dealer
Profile Page



Up-to-Date
Reporting

NM2

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

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Slide 7

NM1 Update image in computer to new website

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

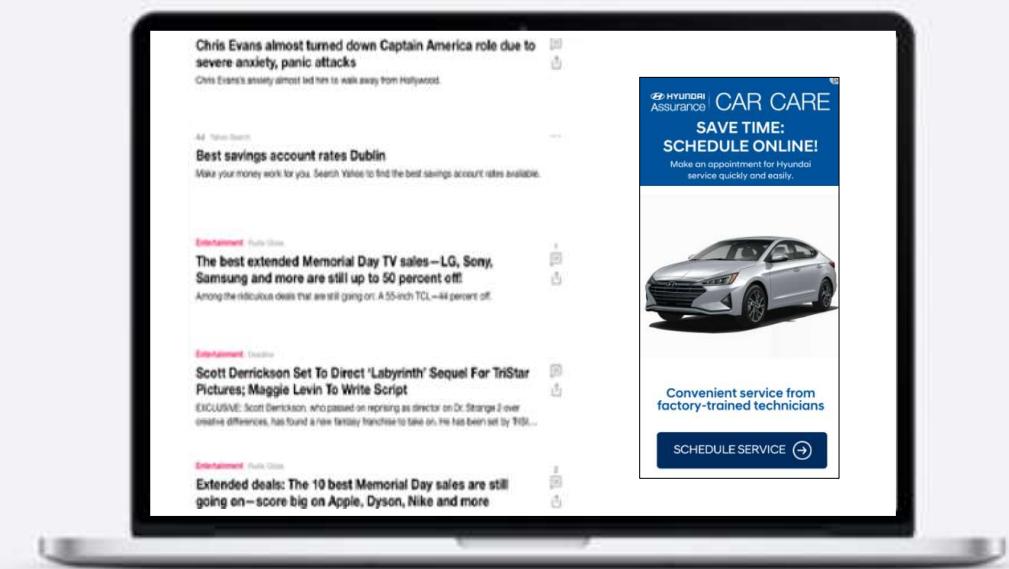
NM2 These are very blurry, can we get better images?

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

Target Display Advertising



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.



Epsilon®

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



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NM1 Update calendar

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