

A dark, moody close-up of a car's front left side, focusing on the headlight and side mirror. The car is dark-colored, and the background is a blurred landscape with mountains under a dark sky.

Nissan Dealer Direct Marketing INFINITI Retailer Direct Marketing

Nissan and INFINITI Direct Marketing Support

Nissan and INFINITI Tier 3 Direct Marketing facilitates engaging and customizable marketing programs for Dealers.

Customization	We offer a wide range of direct mail, social and email products meant to provide Dealers with custom options, data selection, offers, messages, and timing.
Accountability	Every program includes a 45-day sales match report for each participating store , available for 12 months after program end date. Each report includes: the number of vehicles purchased, sales conversion rate, sales by list audience, sales by week, and purchasing customer details.
Consistency	Offer messaging and creative is consistent with the brand pillars. Dealers do not need to go through additional IRAP/BAP/Ansira reviews. Dealer Direct Marketing handles all approvals with Nissan and INFINITI
Online Access	Dealers can go to www.NNAnet.com at any time to enroll in any of our programs, download a manifest list(s) for programs that a retailer is currently enrolled in , and review sales matches. Manifest can also be provided to the BDC for further follow-up
Ease of Billing	We are the Dealer Direct Marketing approved vendor that bills retailers' Non-Vehicle Account directly, so dealers never need to send payment.

Data The Powers Customer Acquisition and Retention



RETAILER
DIRECT
MARKETING



NISSAN
Dealer Direct
Marketing

From Handraisers to Winbacks, INFINITI Retailer Direct Marketing and Nissan Dealer Direct Marketing let you engage with YOUR customers at every stage of their automotive journeys with campaigns that meet YOUR marketing needs.



Household Attributes:

- Demographics
- Family Composition
- Occupation
- Home Ownership
- Lifestyle Information



Garage Information:

- Garage Size/Mix
- Vehicle Age
- Total Used/New Purchases



IFS and NMAC Information:

- Lease Data
- Monthly Payments
- Pre-Approval Information
- Loan Balance
- Equity Position

First-Party Purchase Information:



- Vehicle Purchase Date
- Mileage
- Disposals
- Satisfaction with Retailer/Dealer

First-Party Service Data:



- Service and CP Visits
- Count and Cost of Repairs
- Average Service Time
- Satisfaction with Service

CUSTOMER JOURNEY

RESEARCH / AWARENESS / CONSIDERATION

Identify New Customers

The beginning of the relationship with your store. This is our opportunity to connect with potential customers and reinforce the notion that they should buy and service their vehicles with you.

PURCHASE

ENGAGEMENT

Retain Loyal Customers

Keep customers educated and informed during their ownership experience and stay connected with them across different channels.

REPURCHASE

WINBACK

Recapture Lost Customers

Ultimately, we want to identify and communicate with previous Owners who are no longer in the network today. Once we identify these Owners, we use a number of techniques to capture them, bring them back to the network, and foster loyalty from that point forward.

Epsilon®



Tier 3 Campaign Development

CREATE

- Identify and collaborate on the market needs
- Develop actionable creative for all channels
- Target Audience: Provide recommended audience to optimize the dealer budget for maximum ROI and reduce wasteful spending

EXECUTE

- Coordinate Dealer Program Enrollment
- Design Dealer Personalized Creative aligned with program theme
- Timely deploy email, digital direct mail and social channels according to established campaign cadence
- Provide Dealer with campaign manifest of consumers contact along with additional information such as Equity position, trade values for further follow-up

GENERATE RESULTS

- Track effectiveness of campaign with advanced sales reporting down to dealer level during campaign window (45 days)

Nissan Dealer Direct Marketing

Epsilon®



Nissan Black Friday Campaign

Develop 1:1 Omnichannel Strategy Direct Mail, Email, Social, Display

Target In-Market Consumers in your PMA

- Owners, Handraisers, Leads, Winbacks and Prospects
- Sweepstakes to drive leads to your CRM!

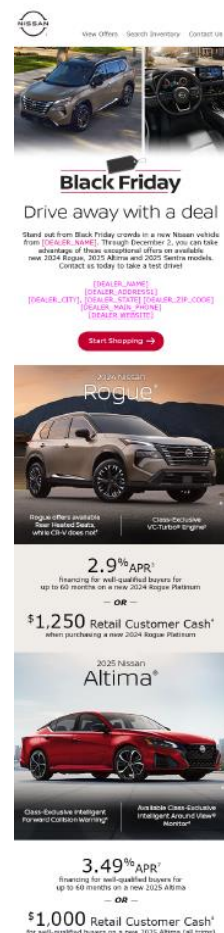
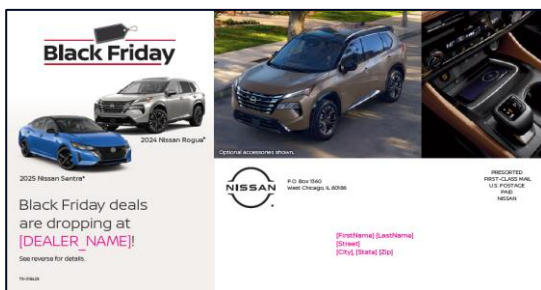
Social: Inventory Ads

THRILLING RESULTS

2024 November Black Friday Sales Support – Program Results*

- **Consumers Reached: 375K**
- **Sales Lift:** 67% over the holdout audience
- **Total Vehicle Sales:** 917 = approx. **\$2,626,288 Total Dealer profit.**
 - **Average Participating Dealer Profit: \$36,989**

*45 Day Sales Match



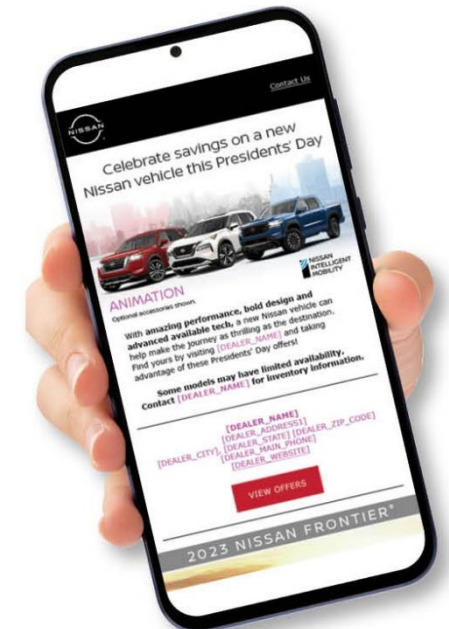
Direct Marketing Campaign Examples



Owner Equity Campaign with Lead Generating Sweepstakes



Nissan Heisman partnership campaign to drive sales



Driving traffic around key holiday and sales weekends

INFINITI Retailer Direct Marketing

INFINITI Tier 3 Black Friday Campaign

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Develop 1:1 Omnichannel Strategy during Sales Event

- **Direct Mail, Email, Social, Display**

Target In-Market Consumers in your PMA

- **Owners, Handraisers, Leads, Winbacks and Prospects**

Social: Inventory Ads

GENERATING RESULTS*

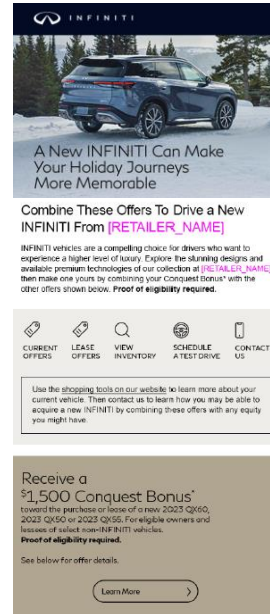
- **Consumers Reached:** 220K
- **Sales Lift:** 90% over the holdout audience
- **Total Vehicle Sales:** 209 = approx. **\$767,552** Est. Total Retailer profit
 - **Average Participating Retailer Profit:** **\$24,759**

*45 Day Sales Match

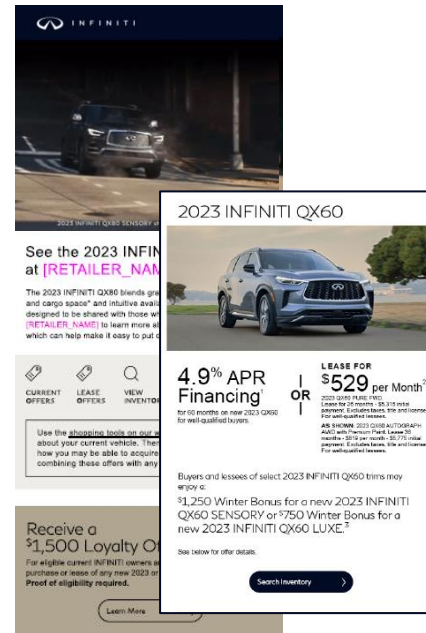
INFINITI Tier 3 Retailer Marketing Campaign Examples



Driving traffic around key holiday and sales weekends



QX60 and QX80 Sell Down Incentives featuring Lease, Conquest and Owner Loyalty Incentives



Execute quick-turn OEM Email and Direct Mail promoting OEM Conquest Incentives against competitive Owners.

