

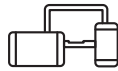
Drive Sales, Reduce Waste,  
Deliver Results



## WHAT YOU WANT



Only target real  
in-market  
shoppers



Reach consumers  
across all their  
devices in real time



Market only YOUR  
inventory to buyers

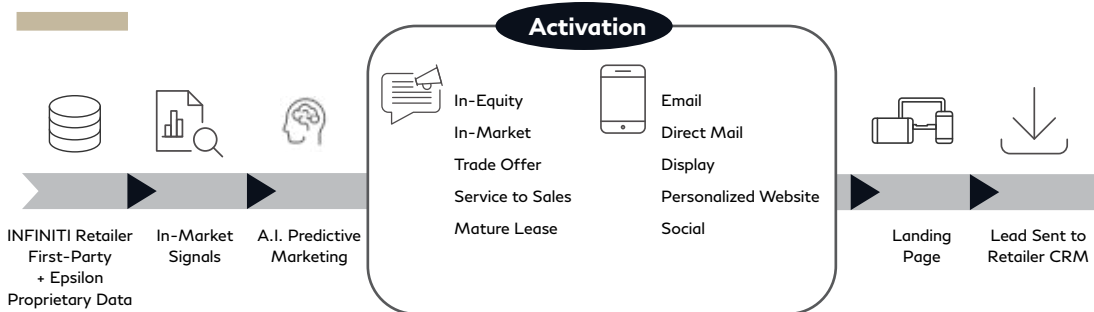


Accurately gauge  
effectiveness of  
your campaigns

## WHAT TARGETRETAIL® DELIVERS

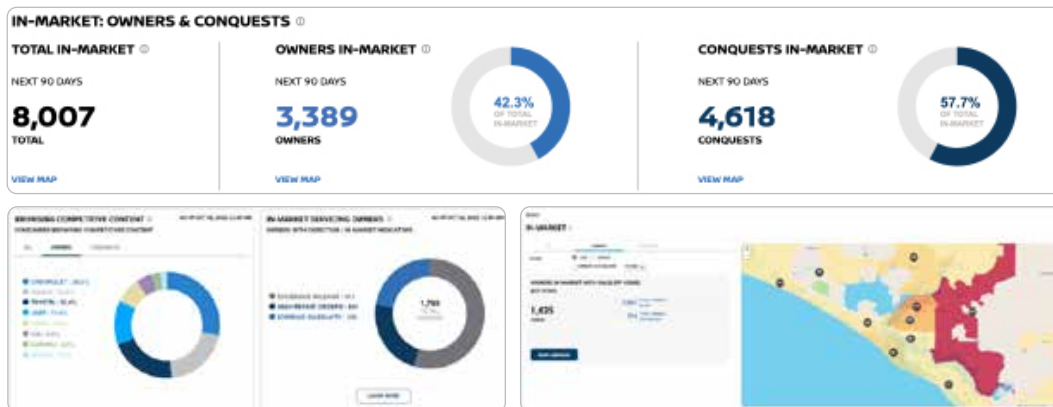
TargetRetail® is a digitally driven, omni-channel, retail-focused marketing platform that will drive sales, reduce wasted advertising budget, target in-market customers, and help you achieve your goals.

## HOW IT WORKS



## GAIN GREATER CUSTOMER INSIGHT

Through proprietary modeling technology, you'll get unlimited access to in-market customers when they're ready to buy.



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

**Proven ROI**  
from our 3-step  
approach



**Hyper-Targeted  
Audiences**  
Eliminates non-eligible  
consumers



**Personalized Incentives**  
Recommend the best vehicles  
and offers for every individual



**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 searching for  
vehicles they need now

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