

TARGETRETAIL SEARCH

HOW IT WORKS



CUSTOM PMA GEOTRACING



WHY TARGETRETAIL SEARCH?

The TargetRetail Platform Will...

IDENTIFY IN-MARKET PROSPECTS

The platform identifies prospects in your PMA who are in-market for your inventory and serves them a highly targeted custom ad.

RETAIN CURRENT CUSTOMERS

The platform identifies your current owners who are searching and ensures your ad appears first to help prevent defection.

ONLY ADVERTISE IN-STOCK VINS

Our creative is customized to the prospect's intent and prominently features your Retailer's real-time inventory.

DELIVER RESULTS ON DEMAND

All performance metrics and conversion & sales data are available 24/7 in the portal.



RESULTS ON DEMAND

Our results dashboard is available 24/7 directly in the portal, allowing you to easily gain quick insights that matter most in real time. You can easily view:

- Website Form Completions
- Phone Calls
- Clicks & Impressions
- Top-Performing Ads & Keywords
- Plus Many More KPIs



KEY PRODUCT FEATURES



AUDIENCE ACTIVATION

- In-Market Audience Boost
 - Owner Prioritization
- DMS & OEM Data Integration
 - Certified Google Customer Match Partner



CAMPAIGN STRATEGY

- Optimized Keyword Coverage
 - Retailer Name & Location
 - Keyword Intent Strategy
- New, Used & CPO Supported



PERFORMANCE MEASUREMENT

- Included Call Tracking
- Transparent Reporting
- Performance Dashboard
 - Updated Daily



CREATIVE

- Dynamically Created
- Inventory-Driven Ads
- Location Ad Extensions and More



SUPERIOR ACCOUNT SUPPORT

- Monthly Strategy Calls
- Dedicated Support Team
- Epsilon Marketing Consultant



TECHNOLOGY

- Custom PMA Geotracking
- Google Conversion Setup
- TargetRetail Platform Integration

SEARCH FLAT-FEE PACKAGES

PACKAGE	MONTHLY FEE	MEDIA BUDGET
BASE	\$399	UP TO \$1,999
SILVER	\$799	\$2,000-\$3,999
GOLD	\$1,299	\$4,000-\$6,999
PLATINUM	\$2,100	\$7,000+