

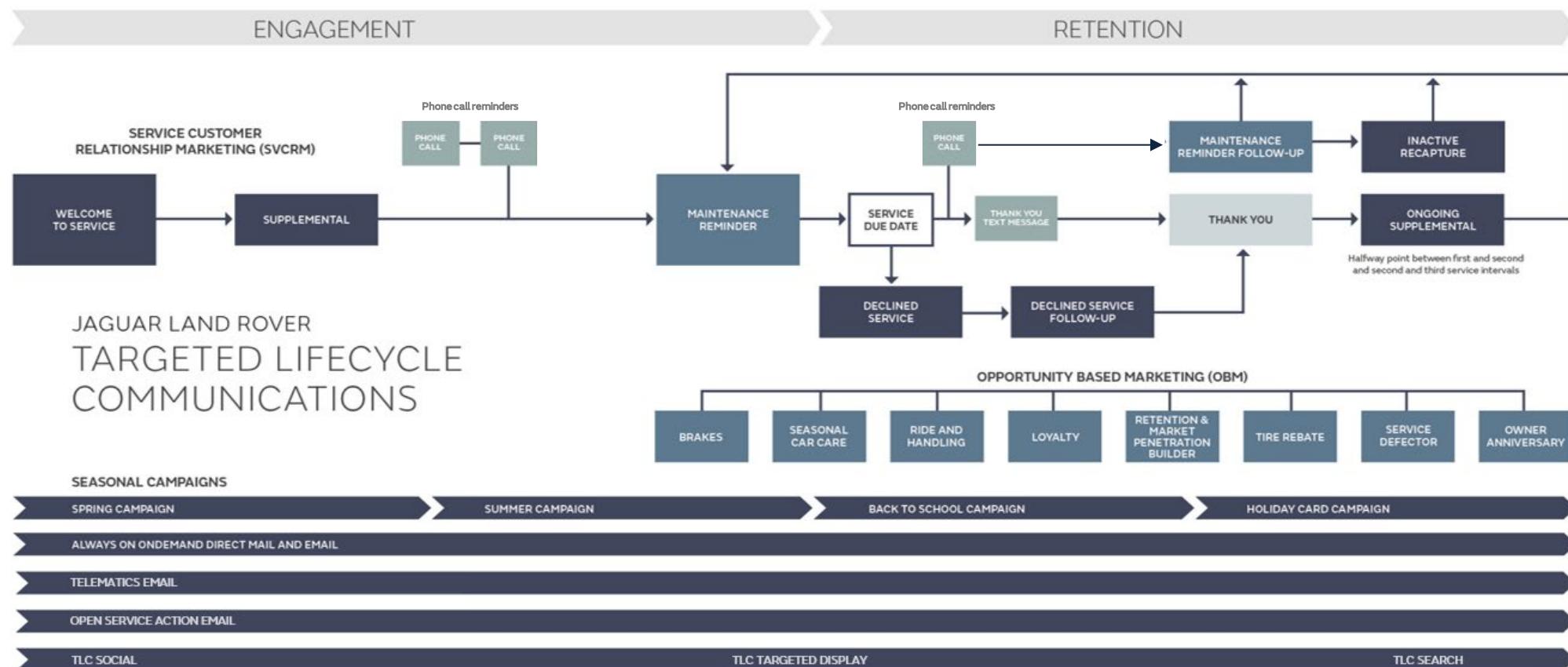
JAGUAR LAND ROVER
TARGETED LIFECYCLE  COMMUNICATIONS

POWERED BY EPSILON

01 TARGETED LIFECYCLE COMMUNICATIONS

One comprehensive program providing highly targeted communications throughout the entire Jaguar and Land Rover ownership lifecycle.

- Channels include direct mail, email, phone, search, targeted display, and social.
- Full creative refresh to accommodate the new Land Rover House of Brands and Modern Luxury.
- Program details and reporting available via Retailer portal.

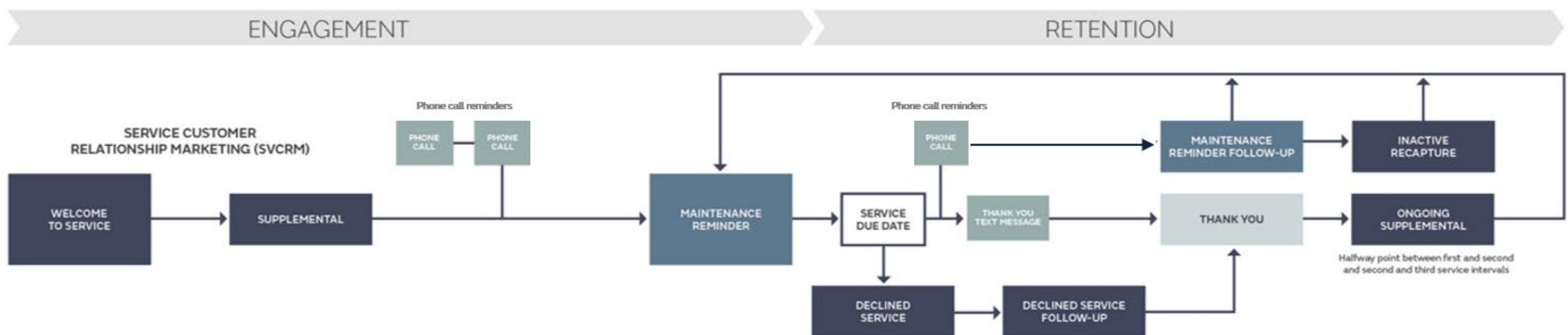


02 SERVICE CRM

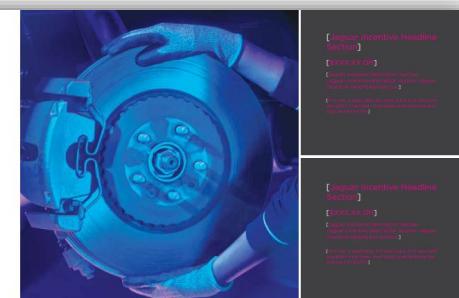
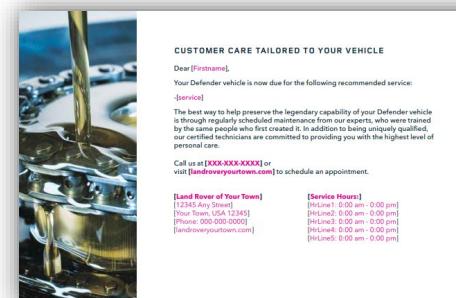
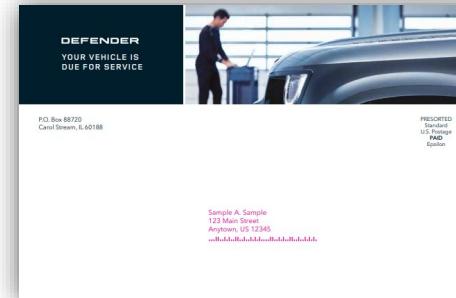
Leveraging Retailer DMS data, this program targets owners based on their actual service activity and factory recommended service intervals.

Focused on maximizing service revenues, addressing key points through the ownership lifecycle, with timely and relevant communications.

- **Audience:** Targets owners within enrolled retailer's DMS system.
- **Timing:** Cadence based driven by customer's service activity. Deploys weekly.
- **Communications:** Features eight key multi-channel communications to reach the customer at each stage of their ownership lifecycle.
- **Channels:** Direct Mail, Email, Phone, and Social Media.
- **Available to retailers as a stand-alone product or in addition to any TLC product.**



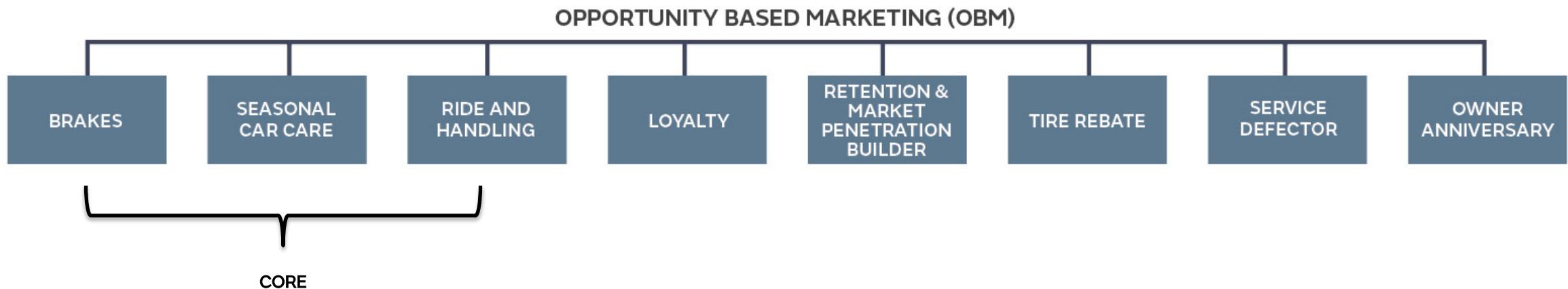
Maintenance Reminder



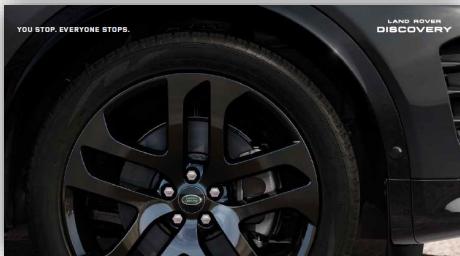
03 OPPORTUNITY BASED MARKETING (OBM)

Analytically driven program focused on maximizing repair revenue, proactively identifying specific opportunities and providing targeted communications.

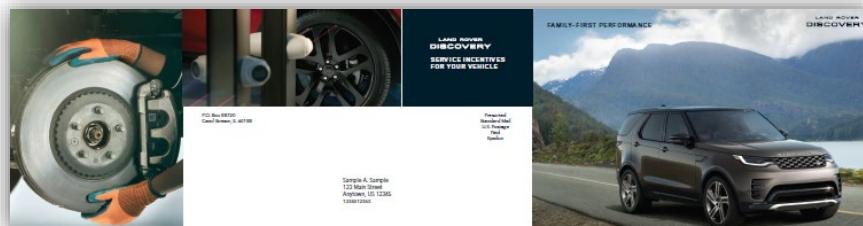
- **Audience:** Leverages advanced analytics and predictive models to identify owners who are most likely to respond to campaigns featuring targeted service incentives that meet their specific needs.
- **Timing:** Core deploys monthly, supplemental deploys quarterly. Owners are not communicated to more than four times annually.
- **Communications:** Features eight multi-channel campaigns focused on separate repair needs.
- **Channels:** Direct Mail, Email, and Social Media.
- Available to retailers as a stand-alone product or in addition to any TLC product.



BRAKES



CAR CARE



RIDE & HANDLING



04 TLC SOCIAL

Leverages data from select Service CRM touchpoints and Opportunity Based Marketing (OBM) to serve Facebook and Instagram video ads.

SOCIAL: FACEBOOK & INSTAGRAM ADS

Reach owners with the same message multiple times through attention-getting video ads on their Facebook and Instagram news feeds.

- Turn-key. No retailer social media account credentials required.
- Video ads are dealerized to help market and brand each store with strong calls to action to entice engagement.
- Real-time identification models pick the best time and place to send a message.
- Each message is built for an optimal viewing experience across any device a customer may be using.

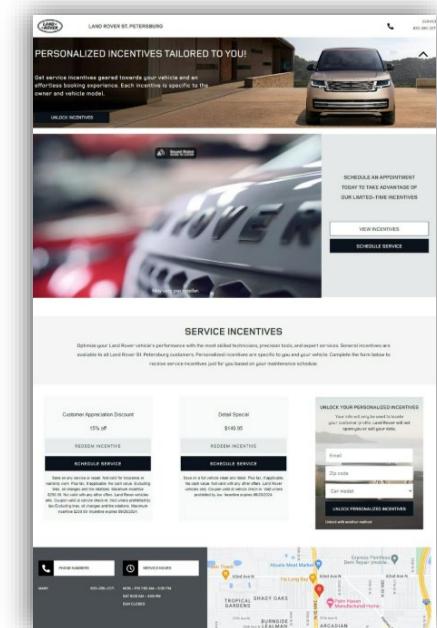
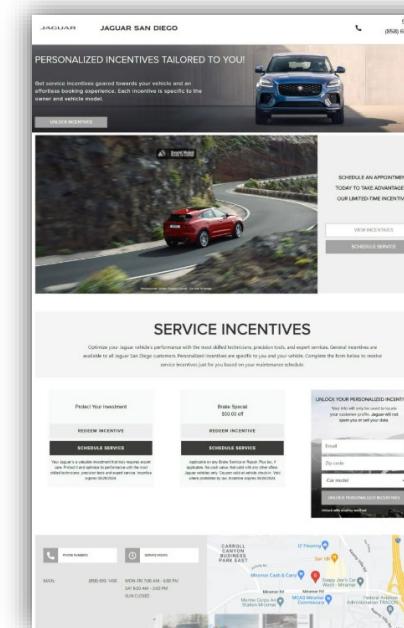
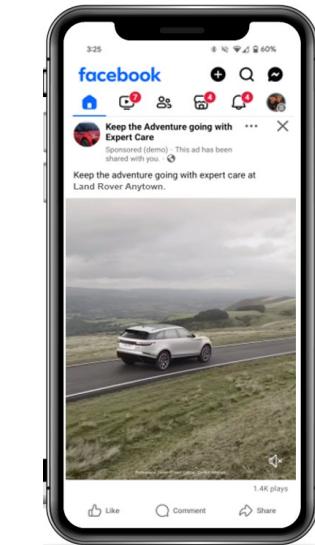
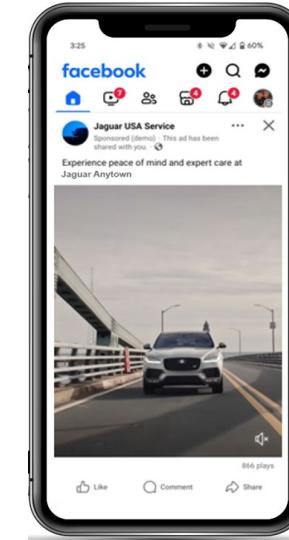
RETAILER LANDING PAGE

Targeted owners will be directed to a retailer-branded landing page where their incentives will be presented, and they will have the ability to schedule service.

FULLY INTEGRATED!

When owners click through the social ad, they will receive the same custom incentives from the direct mail and email that were selected based on data for the specific touchpoint.

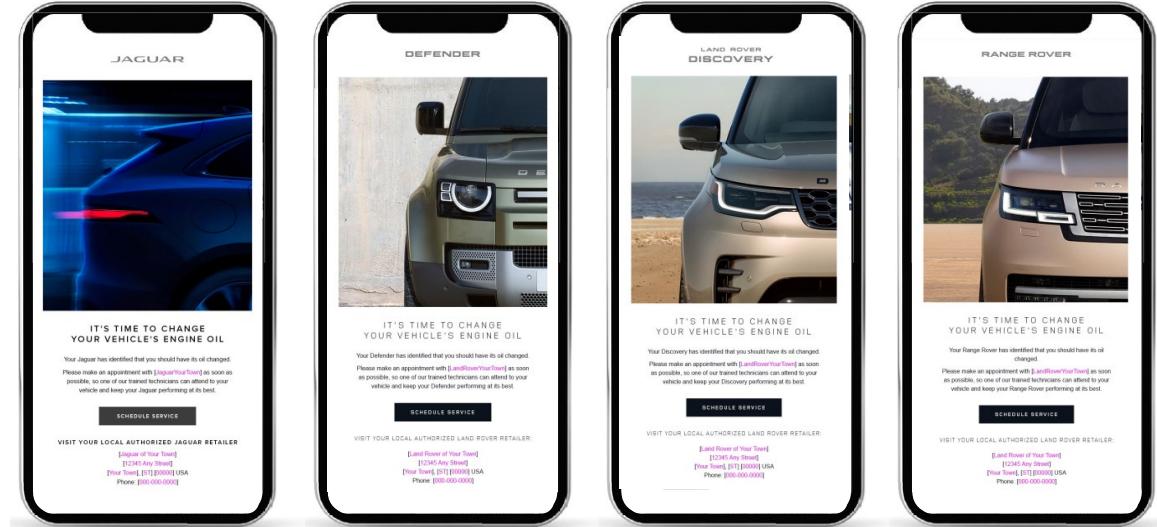
Available only to retailers enrolled in Service CRM, and/or OBM who meet minimums.



05 TELEMATICS EMAIL

Focused on maximizing service revenues, designed to target audience based on vehicle telematics data.

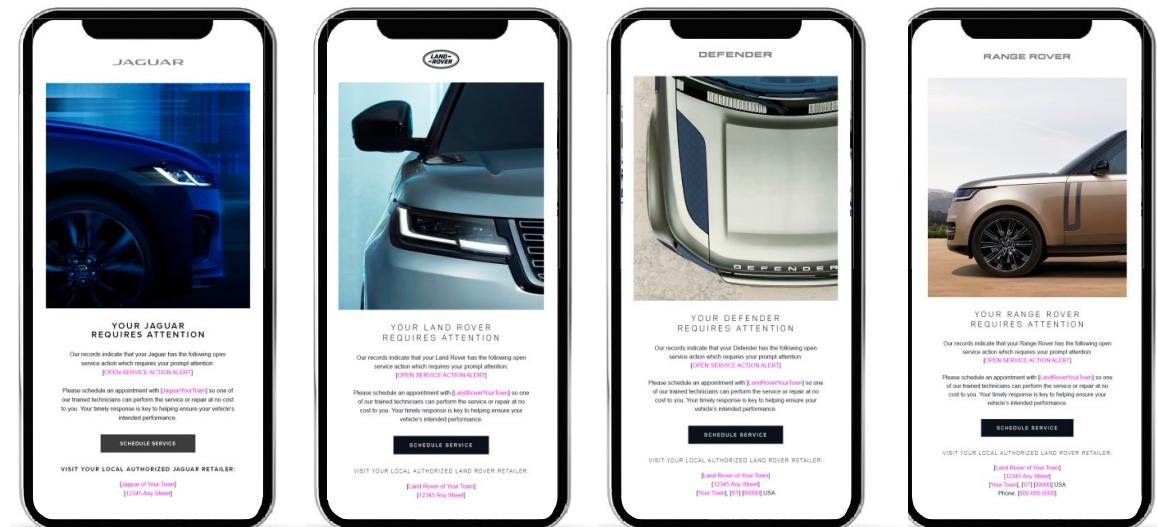
- Audience:** Leverages JLR telematics data to target owners whose vehicle has triggered a “service due” alert or are coming due for service/repair.
- Timing:** Deploys daily to customer’s whose vehicle has triggered a service alert.
- Communications:** Features five email alerts segmented by Jaguar and Land Rover House of Brands. Communications come from JLRNA and encourage owners to visit their retailer to have service or repair completed.
- Available to retailers as a stand-alone product or in addition to any TLC product.**



06 OPEN SERVICE ACTION & RECALL EMAIL

Focused on awareness, designed to target audience based on select vehicle Open Service Action & Recall alerts.

- Audience:** Leverages select alerts from JLR Warranty data to target owners.
- Timing:** Alerts are re-evaluated and deployed monthly based on parts availability.
- Communications:** Features two different email messages based on OSA or Recall alert. Email details alert, segmented by Jaguar, Land Rover, and Land Rover House of Brands. Communications encourage owners to visit their retailer to have service or repair completed.
- Available to retailers as a complimentary addition to any stand-alone TLC product.**



07 TLC TARGETED DISPLAY

Reach owners across devices with personalized online advertising. Reach owners wherever they are consuming content with relevant digital messages at the right time, across all their devices — desktop, mobile and tablet.

- **Audience:** Targets select inactive owners.
- **Timing:** “Always on”, runs monthly.
- **Communications:**
 - RO Match to Media
 - Hyper targeted ads to each retailers’ owners.
 - Auto Suppression of Responders – Transacting owners stop getting messaged (Smart media).
- Available only to retailers enrolled in a TLC product.

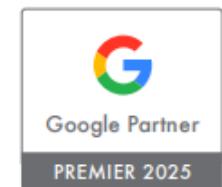


Modern Luxury Creative refresh in process.

08 TLC AFTERSALES SEARCH

Harness the power of Google with optimized and customized ads that drive clicks, calls, and appointments. Be one of the first results when owners search for service and parts online.

- Drive more calls to your service advisors, schedule more appointments, and drive traffic to your website.
- Increase RO opportunities, gain more visibility to your retailer and your unique service information, and increase your potential to capture new service owners.
- Optional wholesale parts support at no additional cost.
- Optimize your campaigns so that your budget goes toward the ads and keywords that are driving leads and phone calls.
- Available only to retailers enrolled in a TLC product.



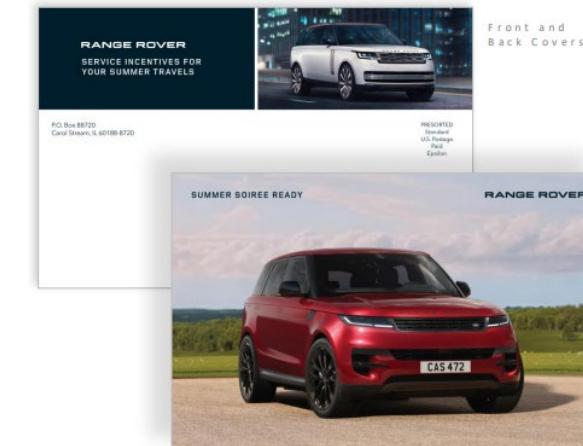
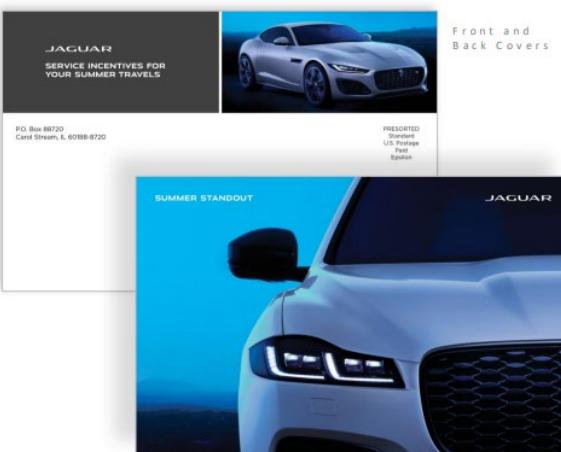
Epsilon®

is in the top 3% of agencies
for performance, growth,
and certification.

09 SEASONAL CAMPAIGNS

Seasonal campaigns are analytically driven, designed to drive revenue and re-engage owners.

- Audience:** Active, Inactive, No Visit, and Conquest owners. Carefully curated to meet JLRs business needs.
- Timing:** Quarterly
- Communications:** Features (1) direct mail drop, (2) email deployments, and (1) month optional Social flight per campaign. Communications are parsed per nameplate and center around Spring, Summer, Fall, and Winter Holidays.
- Available to retailers as a stand-alone product or in addition to any TLC product.**



10 ONDEMAND CAMPAIGNS

Choose from an extensive library of customizable Service and Sales templates designed to augment core programs and drive supplemental traffic and business. Platforms allow for retailer use and campaign creation, timing flexibility, custom list uploads, and are linked directly to the retailer's DMS. Supported with campaign performance reporting and history. Creative is updated quarterly.

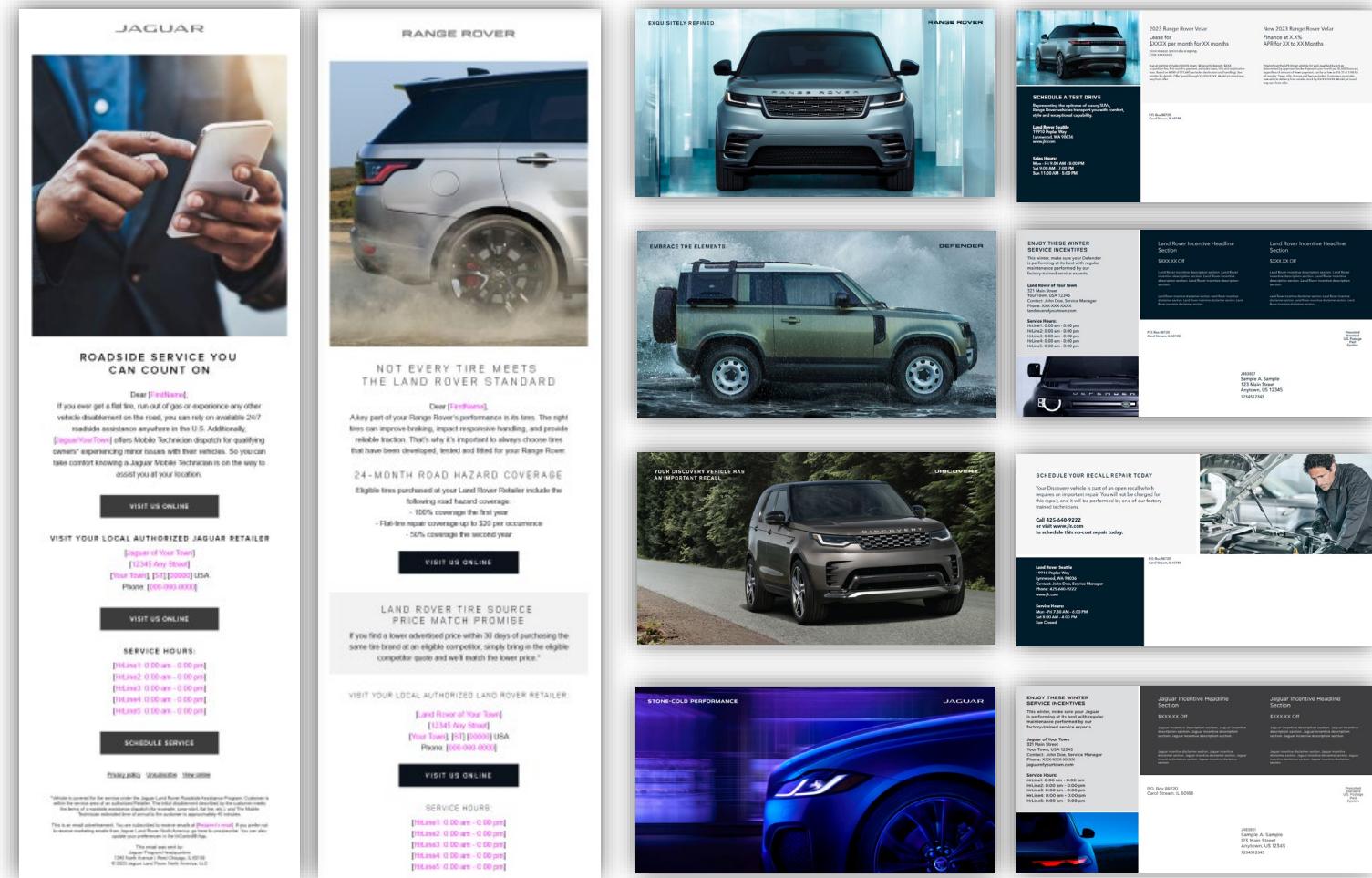
OnDemand Email Subscription Features

- Monthly subscription service.
- Message board to showcase what's new, important updates, and more.
- Custom templates available at no extra cost.
- Unlimited email deployments at no extra cost.

OnDemand Direct Mail Features

- No subscription required.
- Custom creative available.*
- Conquest list options available.*
- Free and easy enrollment with no set-up fees.

Available to retailers as a stand-alone product or in addition to any TLC product.



*Incurs additional fee.

11 ADHOC TELEPHONY SERVICES

One-off telephony service designed to drive traffic on behalf of your retailer and address questions to support your business needs. Such as inviting customers to an event or to promote a service incentive.

Overview & Value

- Adding phone calls as a channel allows retailers an additional outreach and are designed to enhance the commitment to service.
- Telephony as an added channel helps increase the likelihood of acquisition.
- Dedicated call center agents utilize scripts to provide a smooth delivery of messaging.
- Agents document owner opportunities and email them to the retailers to ensure the lead is addressed promptly.
- Fixed cost of this program ensures retailer budgets are not exceeded.



Epsilon live agent
contacts owner
Monday - Saturday



Appointment/Owner
opportunity is captured
using retailer specific
appointment parameters
and **emailed** to the retailer



Retailer adds lead to
their scheduling system