

## Channels



Targeted Display



Email



SMS



Direct Mail



Live Call

## Features



Connected Vehicle



FordPass® Rewards



Quick Lane



Remote Experience



Essential Communication

## Sales

### ICI Private Offer

Available quarterly; direct 1:1 private exclusive cash offer to customers with a high propensity to purchase.



### In-Market

Sent monthly to current owners who are in market based on Dealer & Retailer DMS data. Features regional offers or why buys. Custom offers also available.



### Purchase Thank You

Sent 14 days after vehicle purchase.



### Accessories Post Purchase

Sent 45 days post purchase with available accessories for the owner's new vehicle.



### ICI Private Offer Follow Up

Quarterly 1:1 Dealer branded Follow-up.



## Actively Servicing

### Loyal Service Reminder



Digital sequence begins 45 days before the recommended service interval. For connected vehicles, digital sequence begins at 20% oil life.



## At Risk

### Declined Service



Digital sequence begins when declined op code is identified on received repair order.



## Win-Back

### Lost Service Reminder



Two missed service intervals. Digital sequence starts 50 days after the previous recommended service interval. For connected vehicles, digital sequence begins at 20% oil life.



## Defection

### Quarterly Service Event



Sent to customers who skipped 4+ maintenance intervals. Also sent to propensity to service audience. Digital sequence begins seven days before event offer start date.



Digital-First Sequenced Messaging

### Engager

Sent at midway point for vehicles on a 10K mile service interval. Non connected vehicles only.



### Past Due Maintenance



Sent 15 days after recommended service interval was missed. For connected vehicles, skipped two Loyal cycles and oil life is 0%.



### Primary Marketing Area

Sent monthly to customers who purchased their vehicle outside of their PMA they reside and no service history at any Dealer or Retailer in 12+ months.



### Quarterly Service Event Boost

Sent during Memorial Day and Black Friday Tire Event offer timeframe. Features limited time event offers.



### Introduction to Service

Sent 60 days after vehicle purchase. Invite customers to schedule first service appointments.



### Appointment Reminder

Sent 48-72 hours prior to appointment day.



### After Service Thank You

Sent after the repair order is received.



## Additional Details

- + All sales & service communications are 100% turn-key Co-op for Ford and LBEAP for Lincoln (if enrolled).
- + Communications feature FordPass® and Lincoln Access Rewards™ status, tier, point balances and estimated dollar value.
- + A minimum of 8 model years is required. A minimum 10-mile radius for non-metro Dealers/ Retailers and a 5-mile radius for metro area Dealers/ Retailers.
- + If a VIN has an open recall, a recall message reminder will be included on service reminders.
- + Digital sequence stops if appointment is made. Restarts if no repair order after five days after appointment day.
- + Follow-up communications, including Past Due Maintenance are triggered only if the owner hasn't acted.
- + Lincoln branding is also included along with Lincoln Access Rewards™.
- + Optional communications can be either multi-channel or email first (single touch) except for QSE Boost.
- + Non connected vehicles are driven by DMS data, communications will strategically deploy based on factory-recommended service intervals and each owner's driving behavior. Customer prediction begins after two repair order transactions.

### Channels



Targeted Display



Email



Direct Mail



Social

### Features



Quick Lane



FordPass™ Rewards



Remote Experience



Optional Communication

### Events

#### Holiday Card

Holiday-themed sales and service campaigns to reach your customers with a personal touch. All designed to build customer loyalty during the holiday season.



#### Recall

Send open recalls to your owners within your DMS.



#### Birthday

Send the month of your owner's birthday.



#### Anniversary

Sent to your owners annually; 14 days prior to delivery date during the first two years of ownership.



#### Hot & Warm Leads

Solicit sales prospects generated from a number of sources, including the Ford.com and Lincoln.com websites, Ford/Lincoln call centers, and Regional/FDAF sponsorships.



### On Demand

#### Email Creator

Send 1:1 sales and service offers at any time. Owners only. Drive incremental sales & service traffic.



#### Custom Direct Mail

Send 1:1 sales and service offers at any time. Owners and Conquest available. Drive incremental sales & service traffic.



#### eNewsletter

Send monthly to engage customers with relevant content across automotive, personal and lifestyle articles. Owners only.



### Extended Warranty

#### Ford/Lincoln Protect After Purchase

Sent to customers within 90 days who did not purchase an extended warranty.



#### Ford/Lincoln Protect Before Expiration

Sent to extended service contracts that are due to expire in the next two to five months.



### Customer Experience

#### Non-Modem Activation

Solicit customers with a 2017 model year or newer to activate FordPass® or Lincoln Connect to enable their Complimentary remote features.



#### Non FordPass®/Lincoln Access Rewards™ Member

Solicit customers who have not enrolled in FordPass® or Lincoln Access Rewards™.



#### FordPass®/Lincoln Access Rewards™ Expiring Balance

Solicit ICE or EV customers monthly who have points expiring within the next 90 days from estimated in-home date.



#### FordPass®/Lincoln Access Rewards™ Quarterly Statement

Solicit ICE or EV customers who have 4,100 or more points.



### Local Regulations

#### State Inspection

Sent to owners to remind them they may be due for their state inspection. Applicable in certain states only. Timing is based on state regulations (annual or biannual) and is scheduled to be in home five weeks prior to due date.



### Additional Details

- + Enroll in these communications at any time. Holiday Card enrollments begins after Labor Day every year.
- + For customer experience campaigns and Hot/Warm Leads. Enroll in one time only or set to auto fulfill to send every month without having to re-enroll.