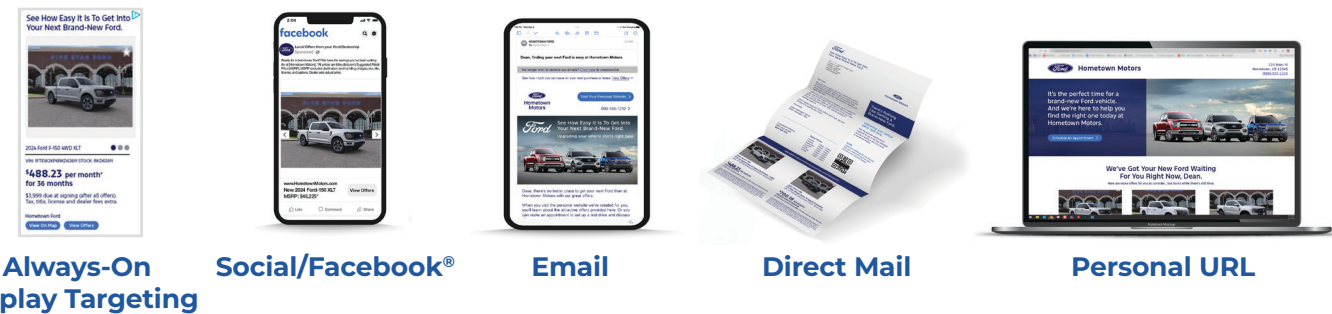


Consumer**Connection+** Target**Retail®** **EXAMPLES**



Consumer**Connection+** Target**Retail®** **LITE vs PRO**

Upgrade to **CC+** Target**Retail®** **Pro** and get unlimited access to conquest customers, customized dealer offers and always-on display to help you fill your sales funnel.

Includes	Consumer Connection+ Target Retail® LITE	Full Consumer Connection+ Target Retail® PRO
Dedicated Retail Sales Representative	○	○
Custom Media & Channel Options	○	○
Multiple Inventory Driven Campaign Options	○	○
Brand Specific Creative	○	○
Epsilon's Proprietary In-Marketing Modeling	○	○
Reporting Access + Real Attribution Metrics	○	○
OEM 1st Party Data + DMS Integration	○	○
Custom Landing Page {PURL}	○	○
CRM Lead Generation	○	○
Access to Owner Data	○	○
Access to Owner & Conquest Data		○
Onboarding Specialist (Dealer customized offers & disclaimer setting)		○
Dealer Custom Offers w/ Dynamic Inventory Creative		○
Always On Display Media Targeting Your Most In Market Owners and Conquests		○

Consumer **Connection+**
Target**Retail®** | Powered by **Epsilon®**

Drive Sales.
Reduce Waste.
Deliver Results.



Contact Your Product Specialist for Pricing and a Live Demo.
Email us at: **CCTargetRetailSupport@epsilon.com**
Or call Program Headquarters at 866-777-0389.

FORDDIRECT
— PRODUCT —
PARTNER

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FORDDIRECT
— PRODUCT —
PARTNER

Consumer**Connection+** Target**Retail®** is Epsilon's brand-new, digitally driven, multi-channel sales platform.

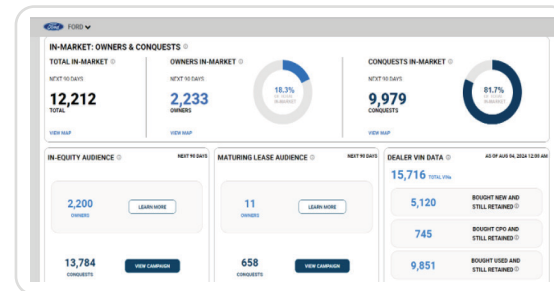
WHAT DOES Consumer**Connection+** Target**Retail®** ALLOW YOU TO DO?

- Stay in front of in-market consumers with “Always On” campaigns.
- Understand your owner and local conquest opportunities with new insights.
- Deliver customized, personalized, multi-channel ad campaigns at the click of a button.
- Eliminate wasted spend by focusing your advertising budget on only customers showing the highest likelihood to purchase within the next 90 days when and on what channel with the vehicles you have in stock that day.

WHAT DOES Consumer**Connection+** Target**Retail®** ALLOW YOU TO DO?

At the heart of Consumer**Connection+** Target**Retail®** is Epsilon's proprietary in-marketing modeling. It connects and tracks consumer's online and offline behavior, transactions, purchase tendencies, life events, vehicle equity positions, and over 7,000 additional attributes on each individual consumer. Epsilon has intelligence on over 250 million consumers and all of their devices.

Epsilon then applies A.I. (machine learning and analytic modeling) to identify the most in-market consumers in your dealership's PMA. These customers are now accessible and reachable through your Consumer**Connection+** Target**Retail®** marketing platform. Now you are empowered to know your customers and activate ad campaigns to those customers. It's that simple.



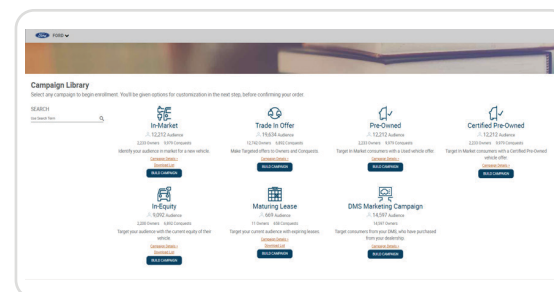
ELIMINATE WASTED SPENDING

Owner Audience Targeting

Utilizing the power of Epsilon's PVE + your DMS data, you now you have the power to target consumers with a hyper-personalized retail campaign through **any channel**. Consumer**Connection+** Target**Retail** will help you identify your owners and local conquest customers with the highest propensity to purchase within the next 90 days.

INVENTORY SPECIFIC CAMPAIGNS

Marketing only in-stock vehicles keeps your inventory at the forefront of all your campaigns. With Consumer**Connection+** Target**Retail®**, every channel is personalized and dynamic from your inventory. Select from a variety of data driven creative options to help get in front of your customers with relevant messaging.

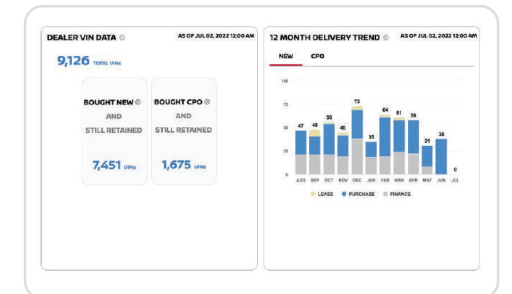


INSIGHTS

Unmatched data and exclusive insights allows you to target in-market Owners & Conquests. You need to advertise with intention.

Dealer VIN Data • 12-month Delivery Trend

Get a detailed snapshot of your annual delivery records. Your Dealer VIN data gives you a comprehensive look at retail sales history. Easily identify and summarize lease, purchase and finance trends from your new, CPO, and used consumers. This will help you establish an insight-based marketing plan.



Inventory

Inventory by model represents the number of vehicles by model available. The following insights provide more detail on the number of owners and/or conquests who are currently in-market and looking for a particular model, which is in-market by model. **Inventory by age in days** represents the number of vehicles by model in number of days they have been on the lot in 0-30, 31-60, 61-90 and 90+ increments..

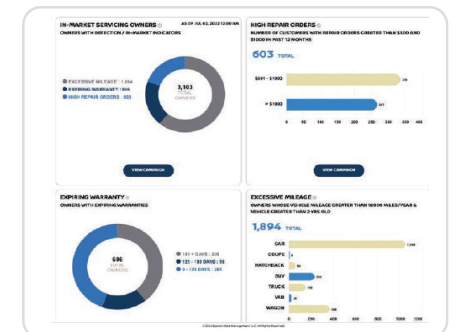
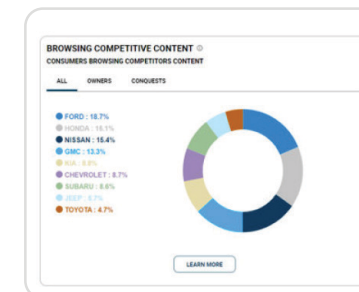


Service Intelligence

Don't miss a service lane retail opportunity. Consumers with high repair orders, expiring warranties or excessive mileage on their current vehicles are some of the most valuable owners to target. When an aftersales consumer starts to show in-market indicators, Consumer**Connection+** Target**Retail®** will allow you to target these high-propensity customers with retail messages, complete with personalized offers and incentives that they qualify for.

Online Browsing

Consumer**Connection+** Target**Retail®** browsing insights highlights competing OEMs in your market. Reach Owners & Conquests throughout their online shopping journeys.



REAL TIME

We deliver the most accurate and transparent reporting suite. Easily identify the success of your campaigns. Consumer**Connection+** Target**Retail®** reporting continues to update throughout the duration of the campaign. Measure your results today!

- Cost Per Sale
- Unique Customers
- Leads Generated
- Vehicles Sold
- Campaign Spend
- Conversion Rate
- ROI

