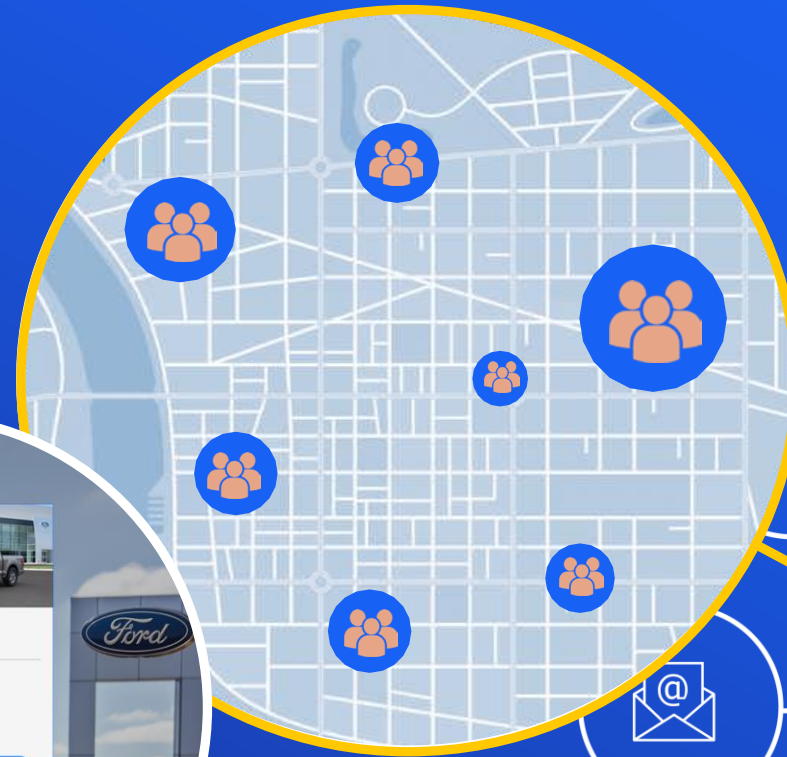




DEALER**FOCUSED** • RESULTS**DEFINED** • DATA**DRIVEN**

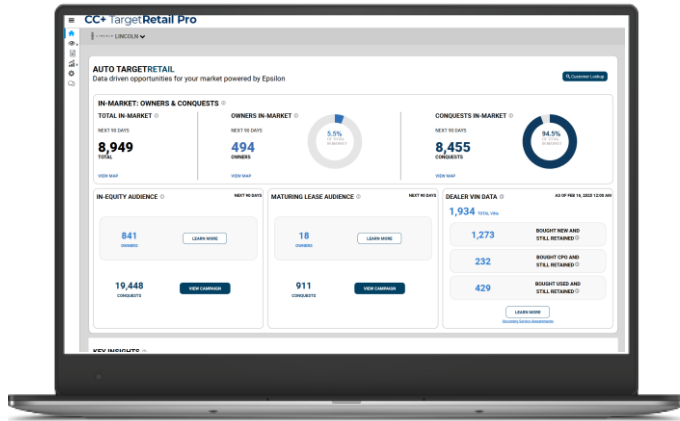
# Consumer**Connection+** Target**Retail**<sup>®</sup>

**NADA 2026**



# CC+ TargetRetail®

## WHAT IS IT, AND WHY IS IT IMPORTANT? DIRECT TO CONSUMER MARKETING SIMPLIFIED

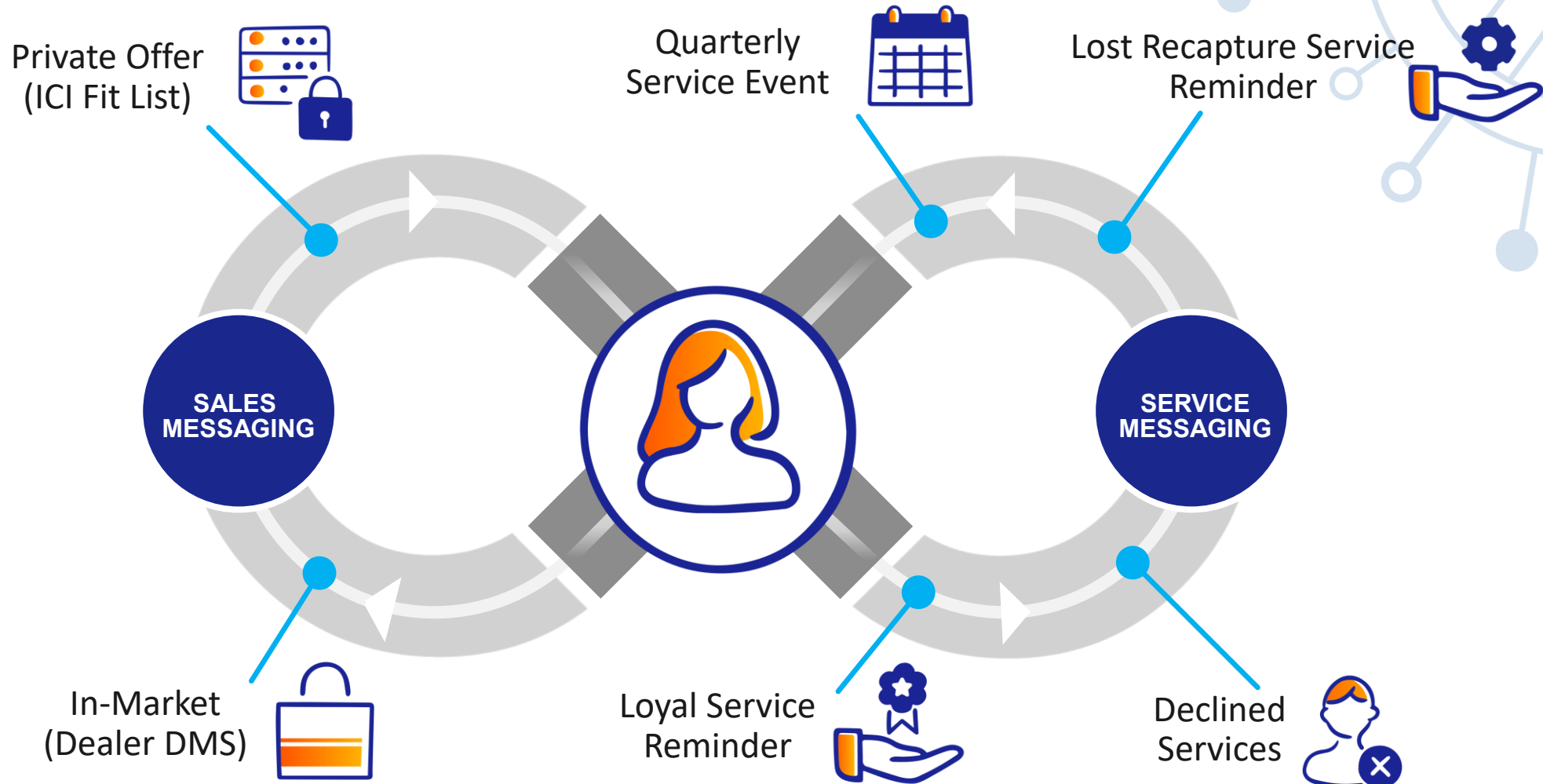


**CC+ TargetRetail** is a multi-channel marketing platform that allows dealers to identify customers who are ready to purchase a vehicle.

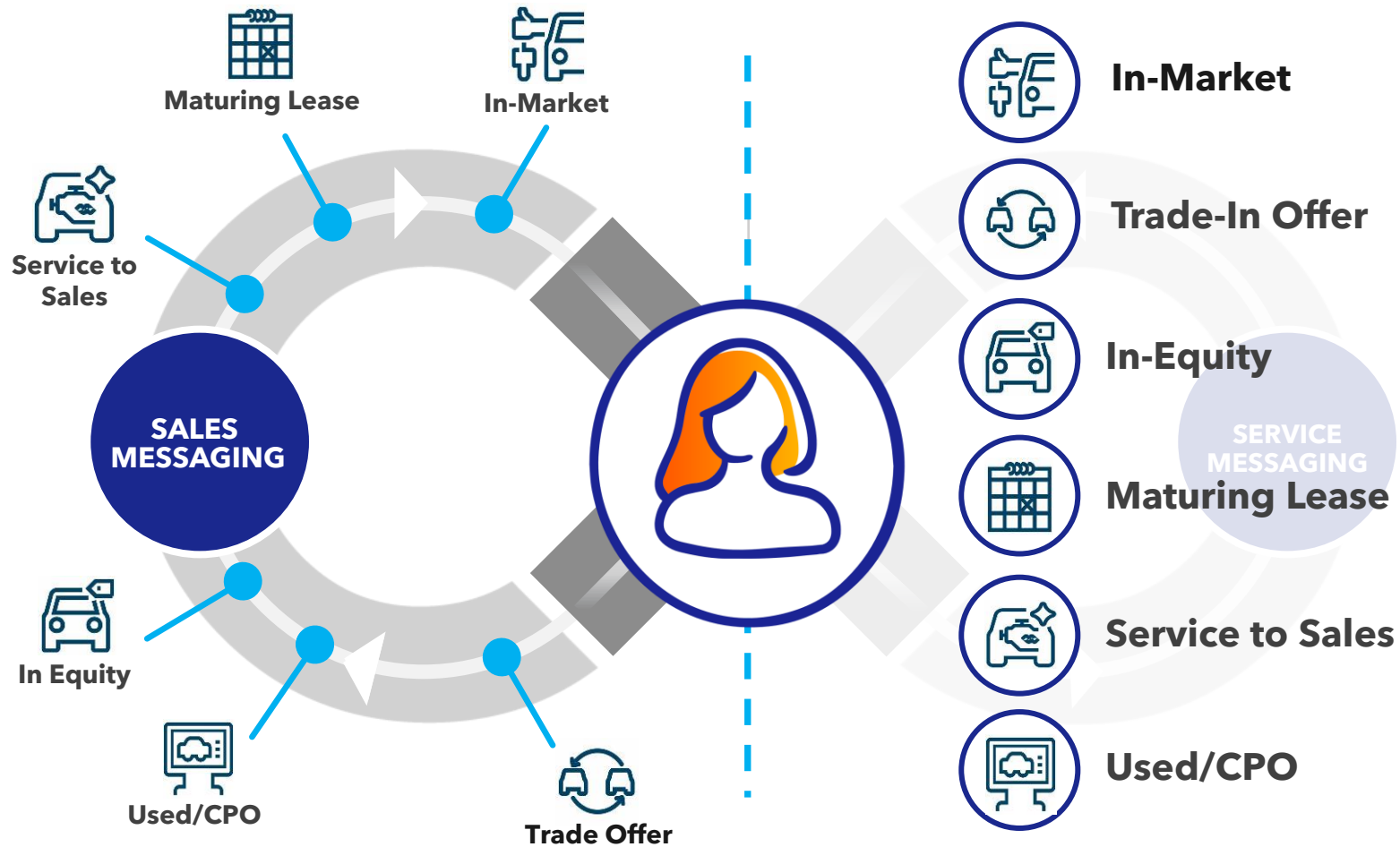
Through precise data intelligence and consumer attributes, dealers can use modeling, purchase behaviors & financial data of their vehicle owners and local conquest to promote the most relevant vehicle inventory to the right consumer.

# Consumer**Connection+**

## **CURRENT CC+ PLATFORM**



## EXTENDING CC+ PLATFORM & DELIVERING T3 RETAIL OPPORTUNITIES



**IT'S WHAT FORD DEALERS AND LINCOLN RETAILERS NEED**

## SINGLE SOURCED



Only target real,  
in-market shoppers

## 1:1 SALES/SERVICE



Reach consumers across  
multiple channels on all  
their devices in real-time

## INVENTORY DRIVEN



Market only YOUR  
dealership's inventory  
to buyers

## TRANSPARENT REPORTING



Accurately gauge  
effectiveness of your  
campaigns and reduce ad  
waste

**TURNKEY FORDDIRECT CO-OP SUBMISSION**

# CC+ TargetRetail®

## THE CORE OF CC+ TARGETRETAIL

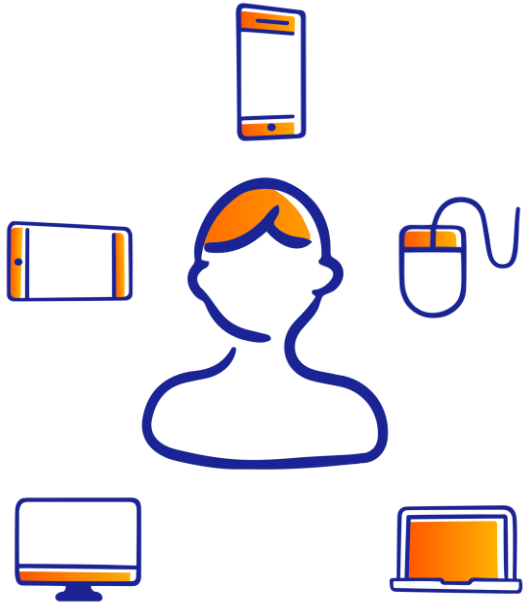


- At the heart of CC+ TargetRetail® is Epsilon's PVE (**Personal Valuation Engine**). **Leveraging Epsilon's top-ranked consumer database.**
- It connects and tracks consumer's online and offline behavior, transactions, purchase tendencies, life events, vehicle equity positions, and over **7,000 additional 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 analytics modeling) to identify the most in-market customers in your dealership's PMA.**
- These customers are now accessible and reachable through your CC+ TargetRetail® marketing platform. Now you are empowered to know your customers whenever you want. It's that simple. And that powerful.

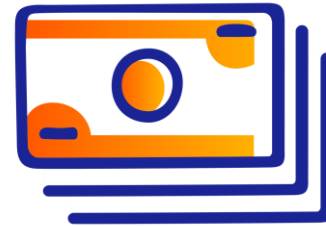
**WE KNOW THE CONSUMER BETTER THAN ANYONE ELSE**



**96% ACCURACY**  
matching consumers  
to their devices



**18,000+ PUBLISHER**  
partners in our network  
where we see consumers  
using devices online



**\$15T TRANSACTIONS**  
insights let us know where  
consumers are purchasing



**278 MILLION**  
consumers have been  
identified and analyzed  
in our database



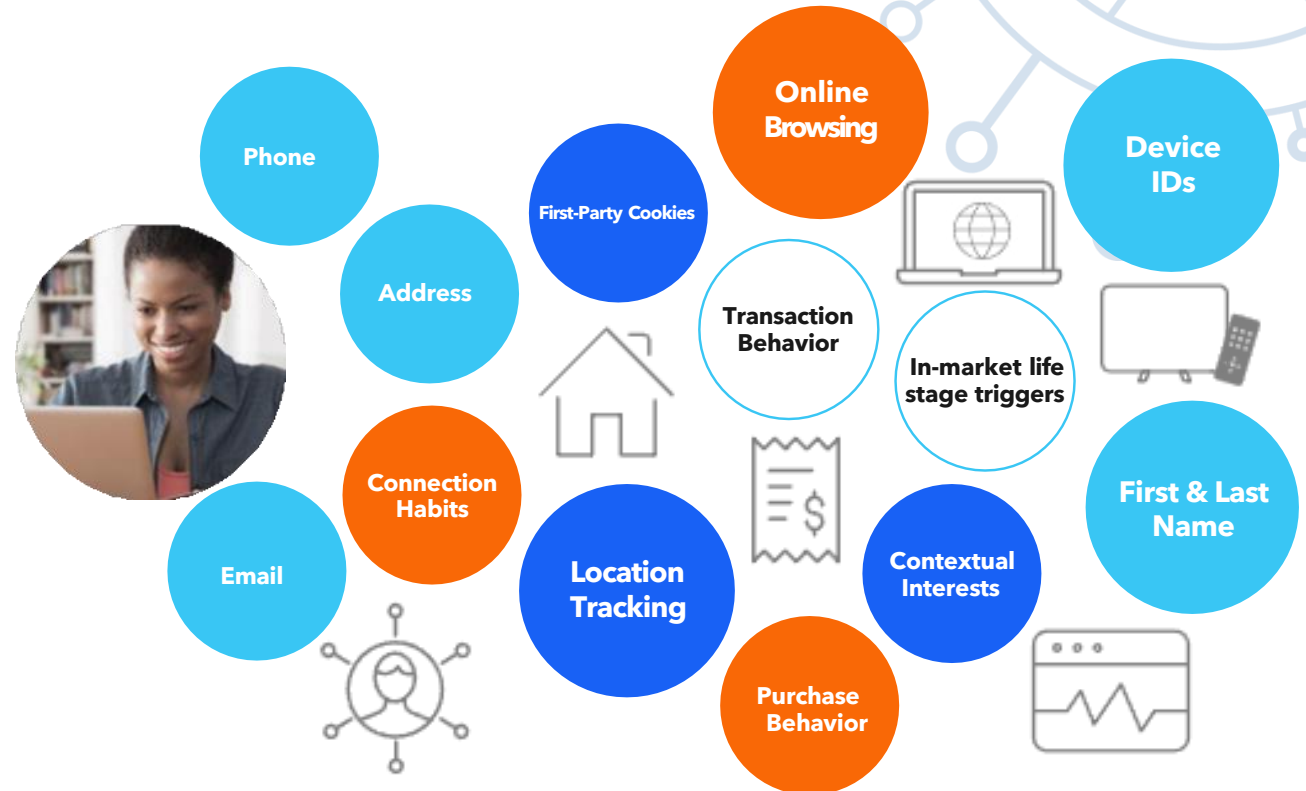
# CC+ TargetRetail®

## DRIVEN BY INTELLIGENT DATA

Epsilon utilizes its proprietary consumer identity tracking technology to identify in-market shoppers who are showing vehicle purchase intent. **CC+ TargetRetail** then gives the dealer, the ability to target these in-market shoppers through multiple channels with consistent messaging.

- **Over 278M Unique Individual ID's**
- **7,000+ Consumer Actionable Attributes**
- **250M+ Universal Conquest Records**
- **1<sup>st</sup> Party OEM Data Feed Direct Inventory Access**

250M+ Individual consumer profiles created with a core ID

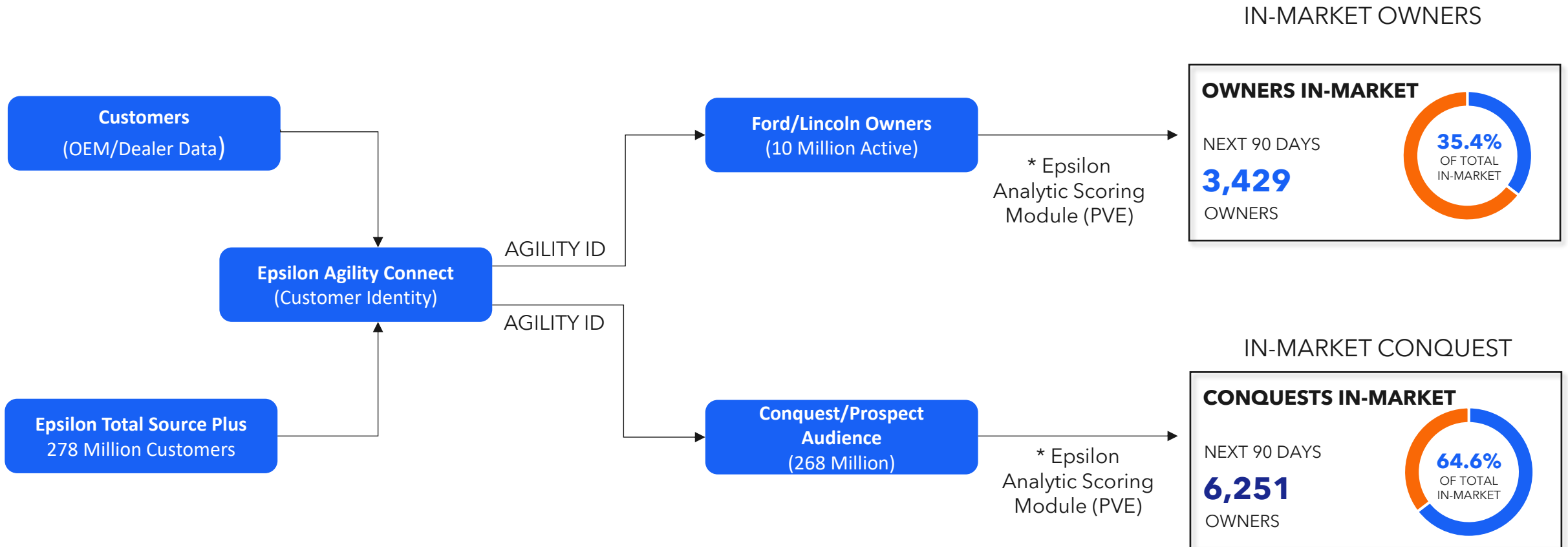


Defining the who, where & how to connect with in-market shoppers.  
Marketing on the right device, at the right time, with the right message.



# CC+ TargetRetail

## — CREATING A MODEL & IDENTIFYING IN-MARKET AUDIENCES



\* Over 7,000 Unique Attributes & Consumer Transactional Behaviors Applied to ALL ID's

# CC+ TargetRetail®

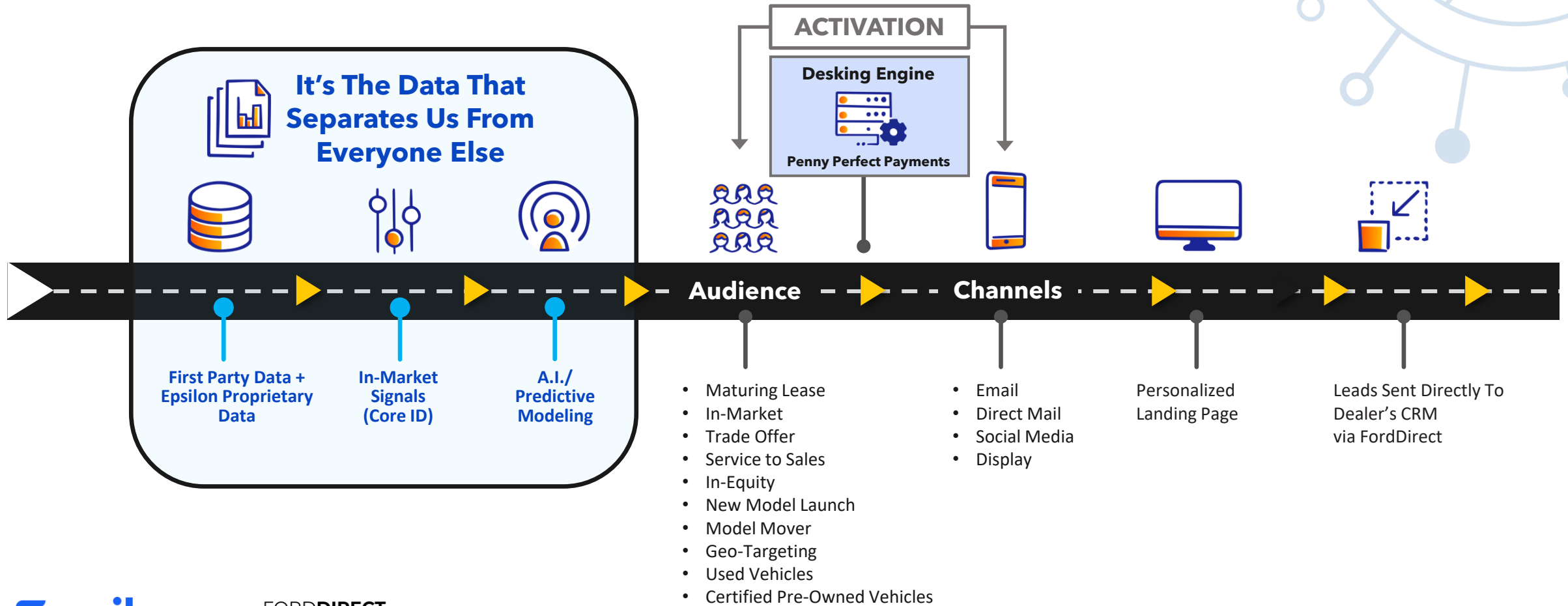
- We enrich **YOUR owner's and local conquest** profiles with key demographic and lifestyle data. Not just using just automotive data.
- **Fill gaps in YOUR DMS** by capturing customer interactions you might otherwise miss.
- With Ford**Direct** OEM First-Party data we connect the dots and this empowers YOU to effectively market **YOUR most suitable vehicle inventory to YOUR targeted consumers on a 1:1 scale with real time penny-perfect payments.**
- Identify **YOUR** consumers who have shown to be **In-Market in the next 90-days.**

- What does Epsilon's consumer database mean to my business?
- How does it power CC+ TargetRetail® and benefit me?

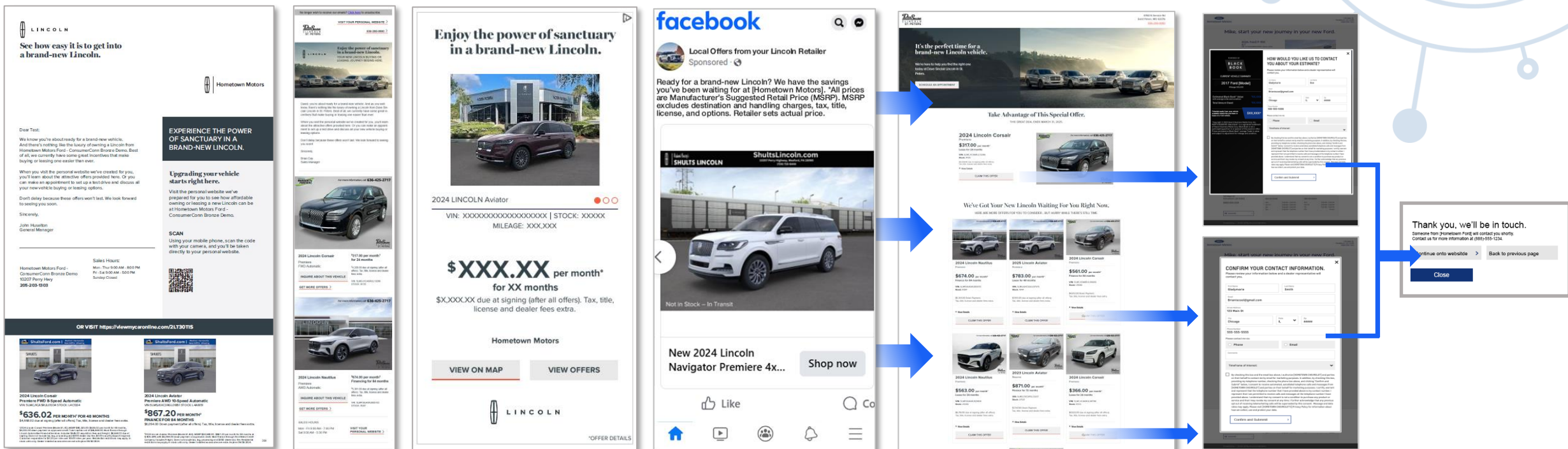


## HERE'S HOW CC+TARGETRETAIL WORKS

SINGLE SIGN-ON PORTAL W/ SELF-SERVE CAMPAIGN BUILDER



## PERSONALIZED SHOPPING EXPERIENCE WITH INVENTORY DRIVEN DYNAMIC MESSAGING CREATIVE

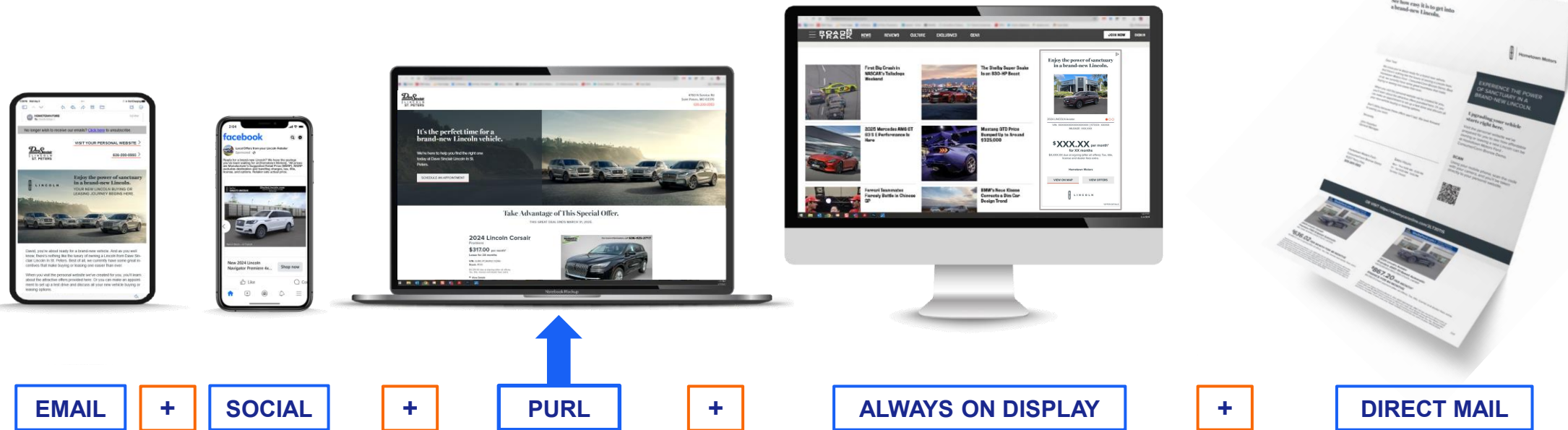


Only vehicles in **THE DEALER'S INVENTORY** are marketed to the right customer with the right offer.

# CC+ TargetRetail<sup>®</sup>

## CONSISTENCY IS KEY

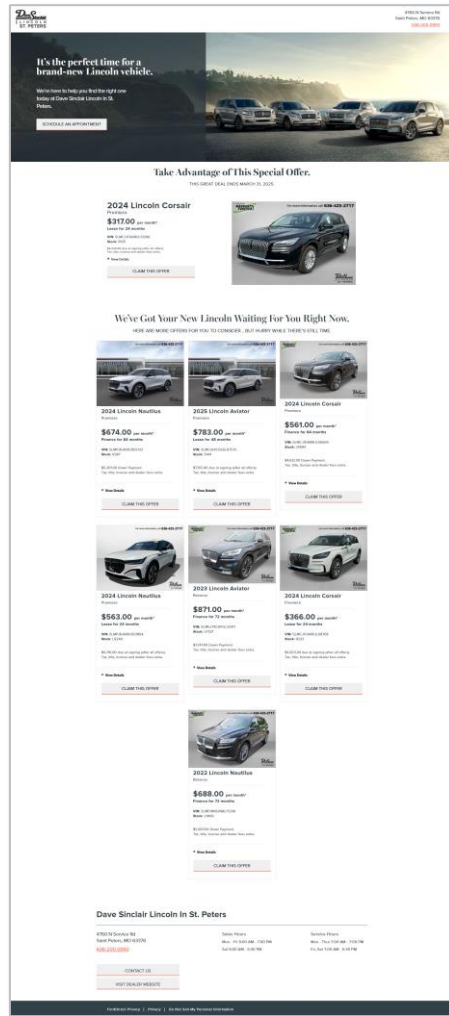
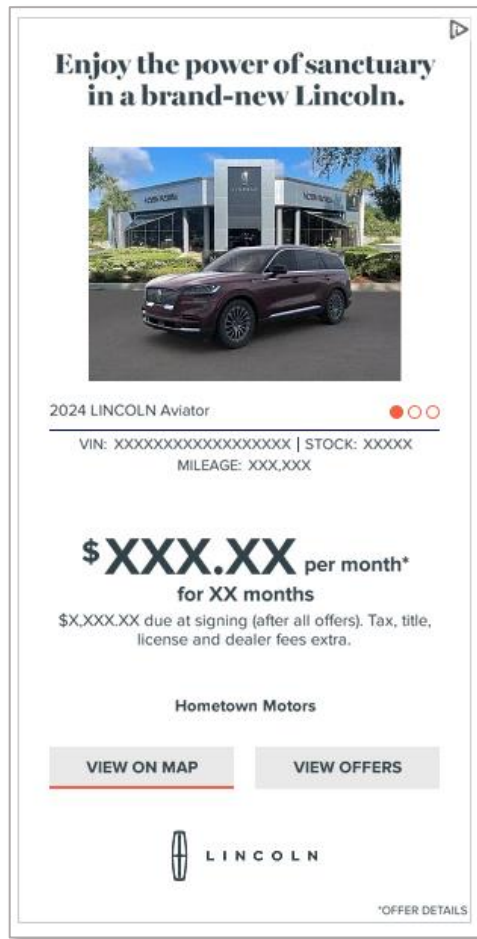
**PERSONALIZED 1:1 MESSAGES TO ENGAGE THE DEALER'S CUSTOMERS AT THE PERFECT TIME AND CONNECT THEM TO THEIR PERSONAL WEBSITE THROUGH DIRECT LINKS AND DYNAMIC SCAN-CODES.**



Customers are encouraged to submit a lead form. All leads **DELIVERED INSTANTLY** to dealer's CRM via FordDirect



# CC+ TargetRetail<sup>®</sup> Pro

**HAS PENNY PERFECT PAYMENTS\***

- “Penny Perfect” payments
- Dealer sets selling price
- Bank programs
- Dealer has full control of deal structures
- Loans & Leases
- Payments on dealer inventory

\*Custom pricing included w/ CC+TR Pro .

# CC+ TargetRetail<sup>®</sup> Pro

## Creating Payment Parameters



LEASE

FINANCE

General

Incentives

Active New Finance Payments ?

Round Up Payments to nearest \$

Default Finance Down Payment

Automated Finance Term Range

Default Term

Mark Up

Per Day Offers

Use Highest Incentives

Use Alt Apr Finance Program

Apply Rebates

Apply Dealer Cash

Use Standard Only

Use Bank APR Incentives

Do Not Apply Incentives to

☒ Dollar Value

☒ Percentage Of MSRP

10%

48 months

84 months

-SELECT-

-SELECT-

☒

☒

☒

☒

☒

☒

-SELECT-

LEASE

FINANCE

General

Incentives

Active Lease Payments ?

Round Up Payments to nearest \$

True \$0 DAS leases

Default Lease Down Payment

Lease Term Range

Default Term

Mark Up

Mark Up Pct

Annual Mileage Allowance

Per Day Offers

Enable Mileage Threshold

Apply Lease Cash

Apply CCR Cash

Apply Dealer Cash

Do Not Apply Incentives to

☒ Dollar Value

☒ Percentage Of MSRP

10%

18 Months

48 Months

-- SELECT --

-- SELECT --

-- SELECT --

10000

☒

☒

☒

☒

☒

☒

☒

☒

☒

☒

-SELECT-



# CC+ TargetRetail<sup>®</sup> Pro

 **HAS ALWAYS ON TARGETED DISPLAY**



Not just a one-time delivery. Ads are served to each prospect up to 10 times. Dealers receive 20,000 impressions per month for the top 2,000 in-market prospects.



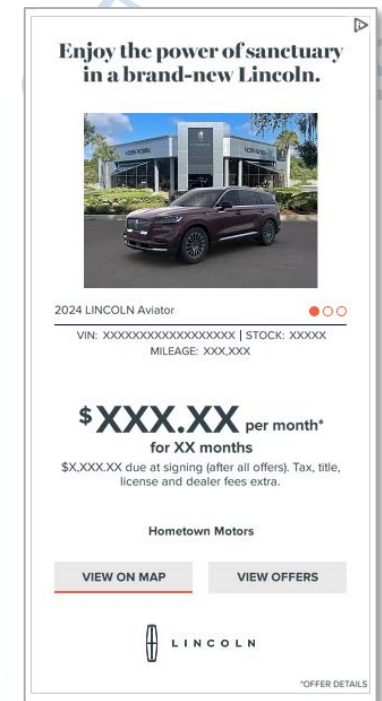
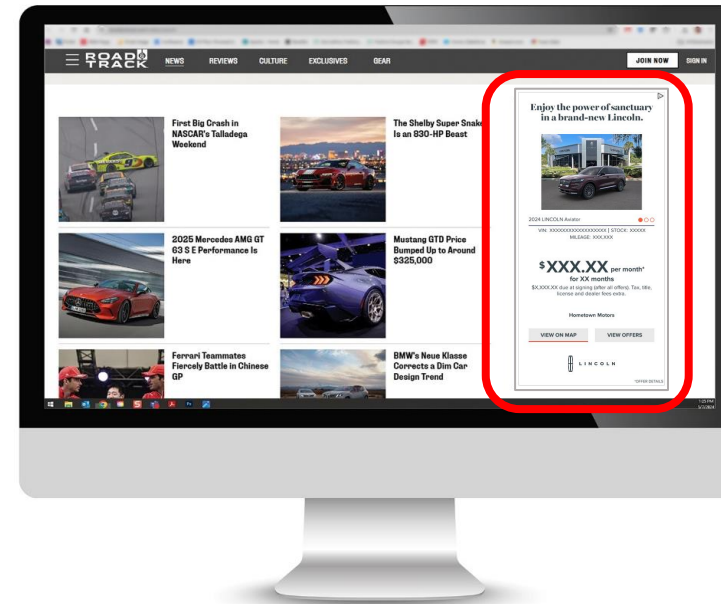
Creative pulls is VIN specific, only showing in stock inventory to the best prospects.



Penny perfect pricing provides a targeted experience to the consumer.



Real-time identification models pick the best time and place to send prospects a message.



\*Always-on OLA included w/ CC+TR Pro.