

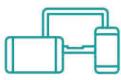


Drive Sales, Reduce Waste, Deliver Results.

WHAT YOU WANT



target shoppers
ready to purchase
in the next 90 days



reach consumers
across all their
devices in real-time



market YOUR
dealership's
inventory to buyers

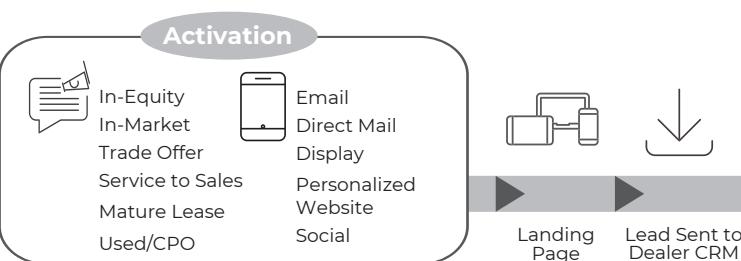
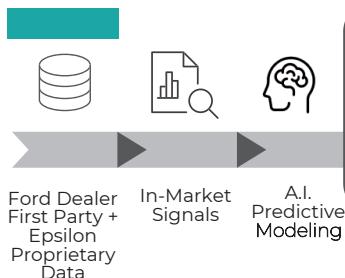


accurately gauge
effectiveness of
your campaigns

WHAT YOU GET

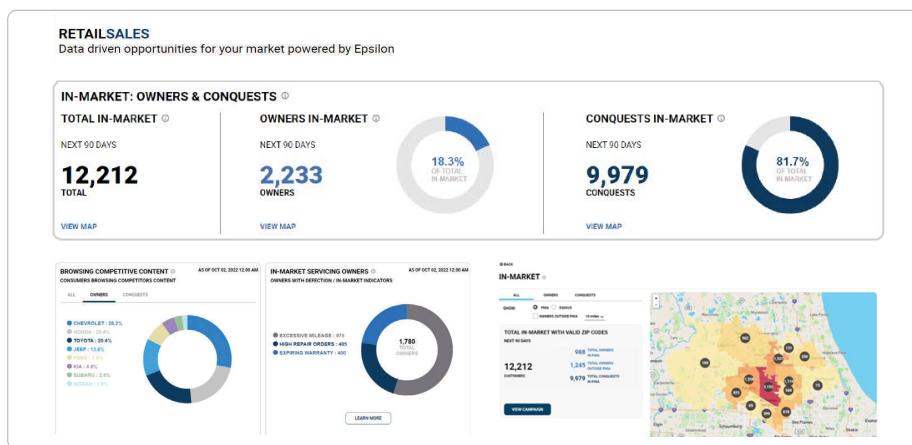
An **Multi-channel, retail-focused marketing platform** that will reduce wasted advertising budget and target customers most likely to purchase in the next 90 days.

HOW IT WORKS



KNOW YOUR CUSTOMERS

ConsumerConnection+ TargetRetail® Pro provides you with exclusive owner and conquest insights. Get unlimited access to in-market customers when they're ready to buy. Reach customers who are actively shopping and most likely to purchase in the next 90 days.



ENROLL IN ConsumerConnection+ TargetRetail®

Log into FordDirect's Dealer Center. Then click the
ConsumerConnection+ product under the Solutions section.

Contact Your Product Specialist for pricing and a live demo.

Email us at: CCTargetRetailSupport@epsilon.com
Or call Program Headquarters at 866-777-0389.

Proven ROI
from our 3-step
approach

1

Hyper-Targeted Audiences

Eliminates non-eligible consumers

2

Personalized Incentives

Recommend the best vehicles
and pricing for every individual

3

Custom Media Mix

Select the Channels you want or
have Epsilon do it for you

WHO'S IN-MARKET?

Your campaigns will deploy
to customers who are...

IN-MARKET

Actively browsing for
vehicles they need now

MOST LIKELY TO PURCHASE IN THE NEXT 90 DAYS

FORD DIRECT
- PRODUCT -
PARTNER



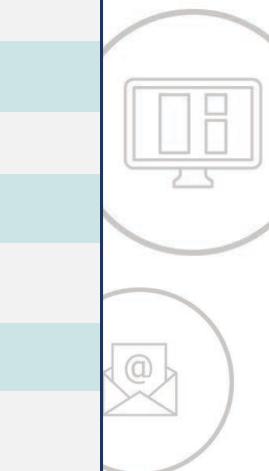
Drive Sales, Reduce Waste, Deliver Results.

Consumer**Connection+** Target**Retail**[®] LITE vs. PRO

Upgrade to **CC+ TargetRetail® 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 | | ● |



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Or call Program Headquarters at 866-777-0389.

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FORD DIRECT
- **PRODUCT** -
PARTNER

