



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

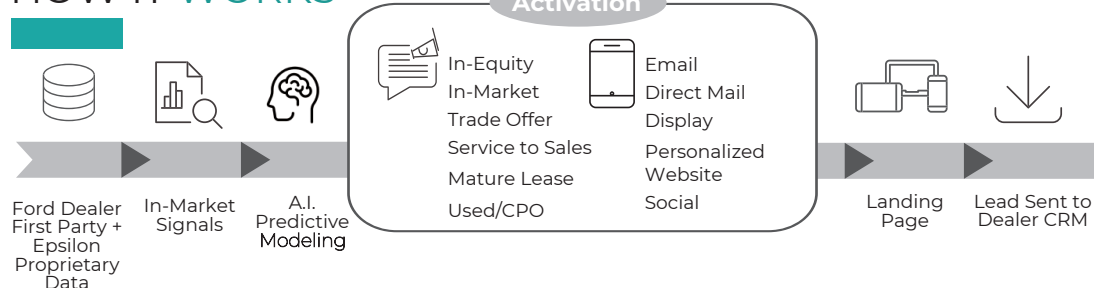


accurately gauge
effectiveness of
your campaigns

WHAT YOU GET

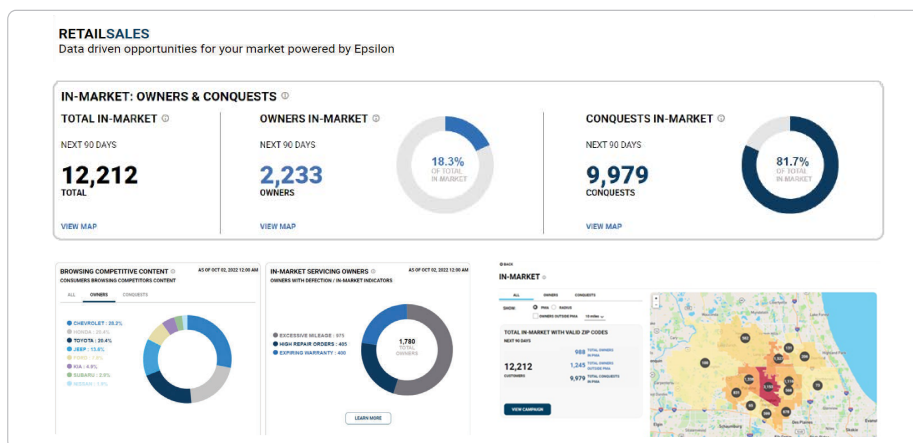
An **Multi-channel, retail-focused marketing platform** that will reduce wasted advertising budget and target customers most likely to purchase in the next 90 days.

HOW IT WORKS



KNOW YOUR CUSTOMERS

Consumer**Connection+** Target**Retail®** 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.

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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

FORDDIRECT
— PRODUCT —
PARTNER



Drive Sales, **Reduce** Waste, **Deliver** Results.

ConsumerConnection+ TargetRetail® 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	ConsumerConnection+ TargetRetail® LITE	Full ConsumerConnection+ TargetRetail® 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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