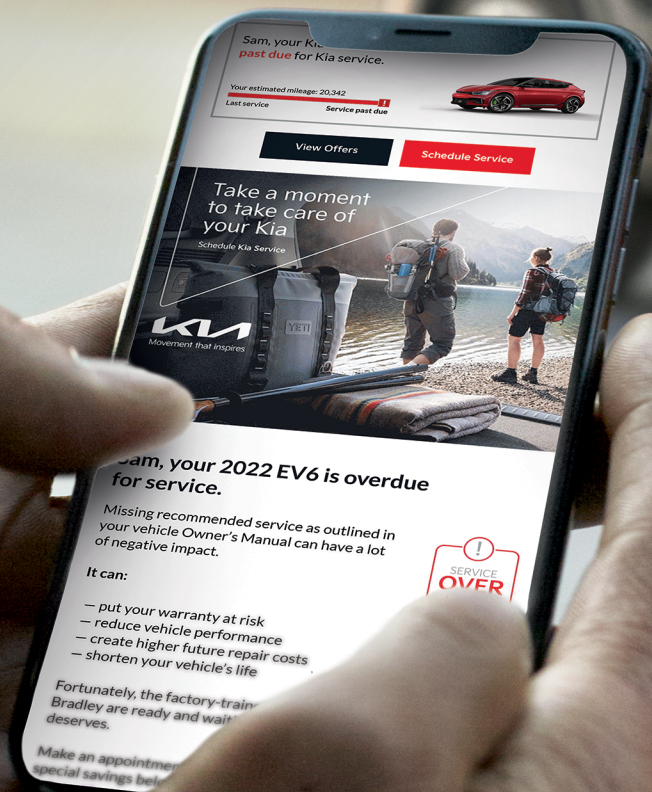


Each moment of engagement

Brought to you by **Epsilon**[®]



Movement that inspires



KORE 2.0

KORE 2.0

A turn-key, results-driven owner retention program designed specifically for Kia dealers

The **Kia Owner Retention Experience (KORE) 2.0** will enable your dealership to make impactful business decisions online and in real time. This service reminder program is based on a multi-channel approach, including email, direct mail, social, search engine marketing, and dealer landing pages. Base KORE 2.0 triggers are powered by communication logic and business rules to deliver smarter, more intuitive messaging.

KORE 2.0 Cadence

Helps your dealership stay top of mind and engages your owners for ongoing maintenance with a multi-channel communication approach.

KORE 2.0 Cadence Plus

Lets you choose touchpoints to add companion Direct Mail from Maintenance/Overdue, Declines, Missed Appointment.

KORE 2.0 Social

Adds Social channel and Dealer Landing Pages to specific touchpoints.

KORE 2.0 OnDemand

Provides 24/7 access to a wide variety of Direct Mail & Email campaign templates.

KORE 2.0 SEM

Leverages Dealer Paid Search and Dealer Landing Pages.

KORE 2.0 AIM

Focuses your communications by targeting individual customers with pinpoint data and timely, relevant messaging.

**ALL
NEW!**



KORE 2.0 Features

- Complete creative refresh
- Specific indicators triggered by deferred service
- Optional Direct Mail available for most KORE 2.0 touchpoints
- Unique campaign verbiage to specifically address EV owners, and owners with an active Kia Maintenance Plan™ (KMP)¹



KORE 2.0 Differentiators

- Service Reminder Social package²
- Dealer-set coupon offers: \$ OFF, % OFF, fixed price, or complimentary
- Digital Wallet feature within coupons
- Tire, brake, and battery “wear” campaigns
- Email campaigns/coupons available in Spanish
- KORE 2.0 program is eligible for FORMF/DAS co-op reimbursement
- Dealerized landing pages



KORE 2.0 Integrations

- Appointment scheduling link/scannable code
- Dealer Tire link
- Accessories pricing guide link
- Sunbit financing link
- Kia Maintenance Plan™ (KMP)¹ integration into KORE triggers
- Open Service Campaign/Recall integration into KORE 2.0 triggers

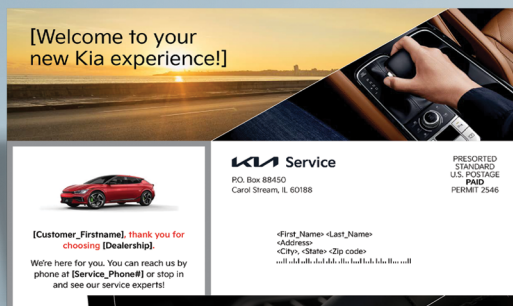


**Owner Retention
Experience 2.0**

¹ KMP integration only offered where available.
² See pricing on page 8.

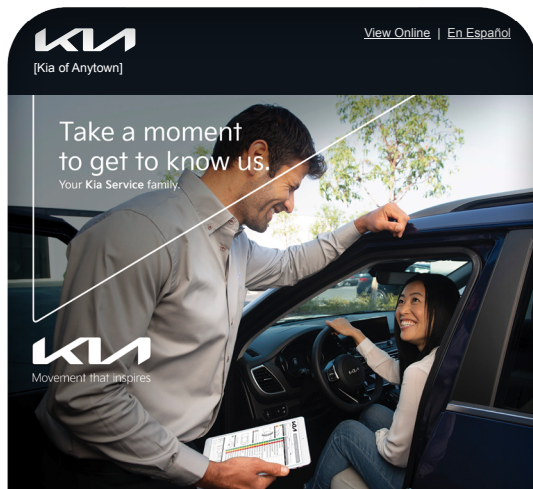
KORE 2.0 Cadence

New Owner Welcome — Direct Mail



First Maintenance Reminder — Email

Intro To Service — Email



Where you take your Kia for service really does matter.

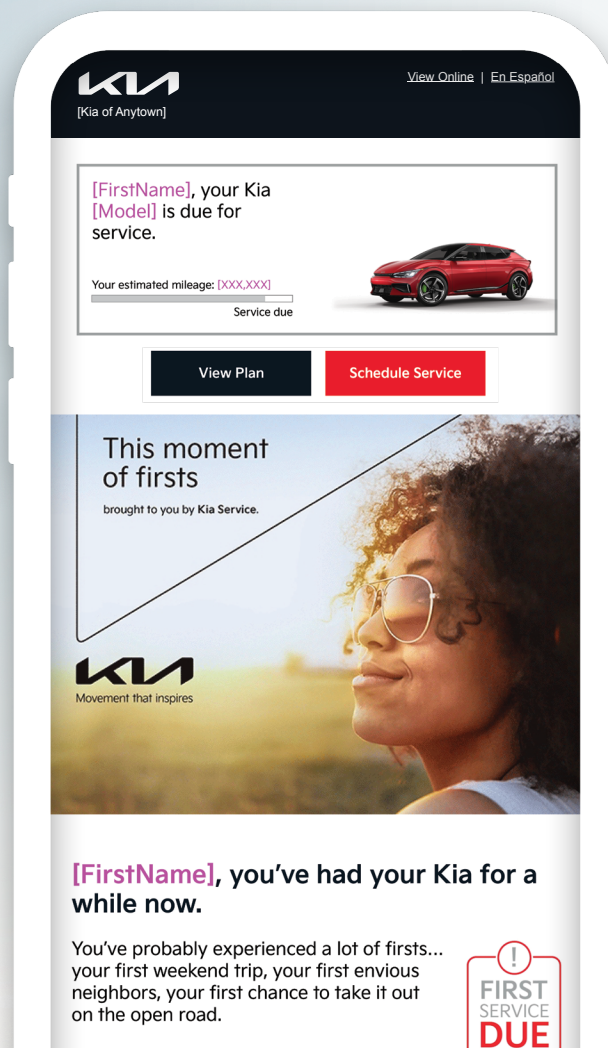
[FirstName], when the time comes to service your Kia [Model], we have some great news!

We offer online scheduling, so it's easy to select an appointment time that's convenient for you.

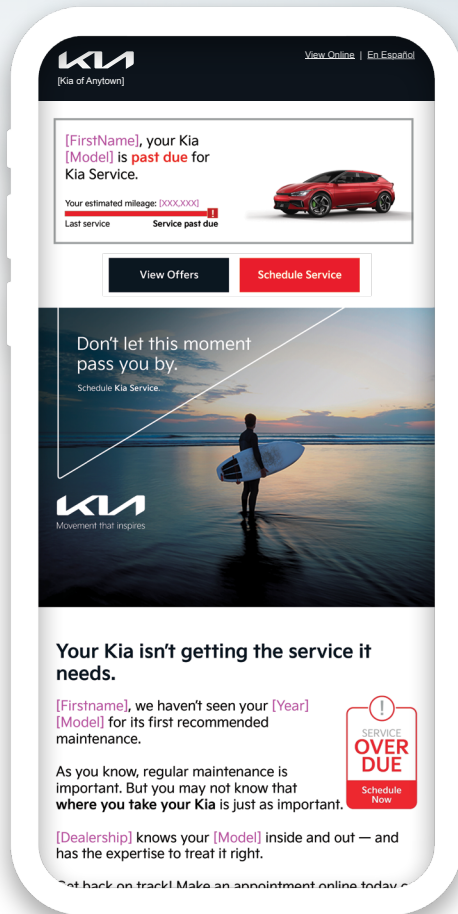
[Dealership] is the smart choice for your service needs. It's where you will always find:

- Kia factory-trained technicians
- Kia-specialized tools
- State-of-the-art diagnostic equipment
- Genuine Kia Parts

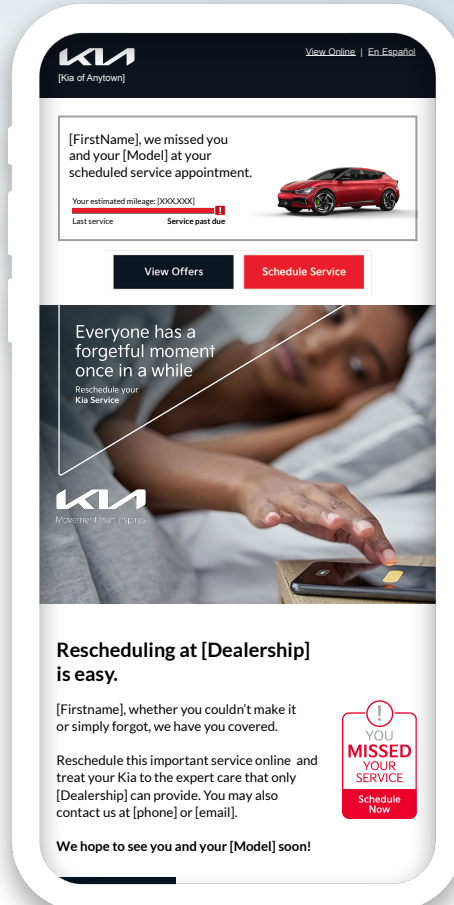
See us for routine maintenance, including full synthetic oil



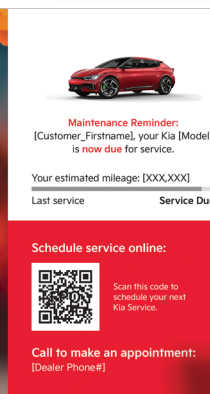
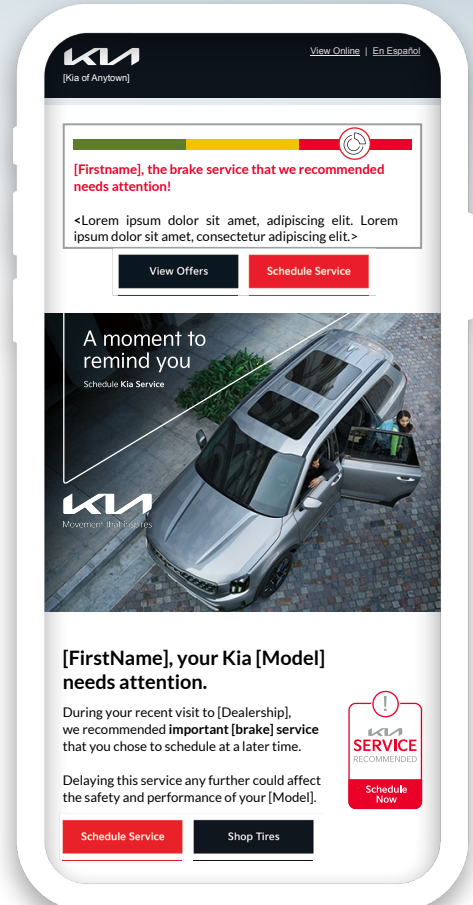
Defector — Email



Missed Appointment — Email



Deferred Service — Email

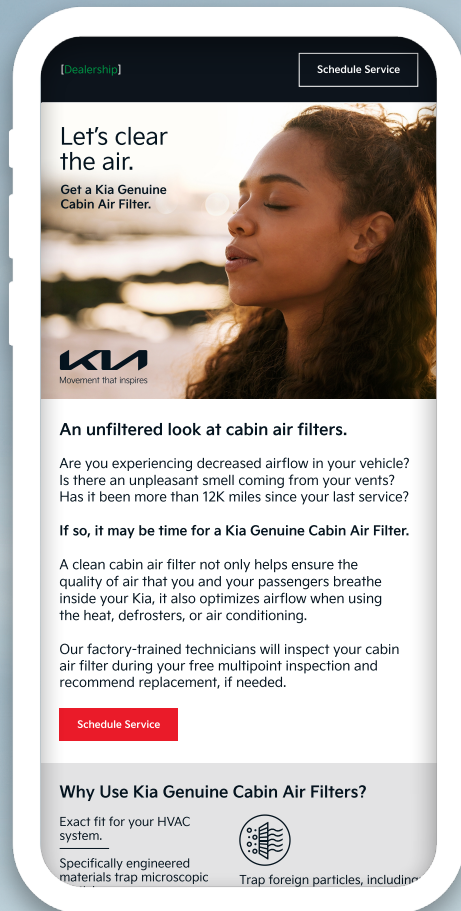


Maintenance Reminder — Direct Mail

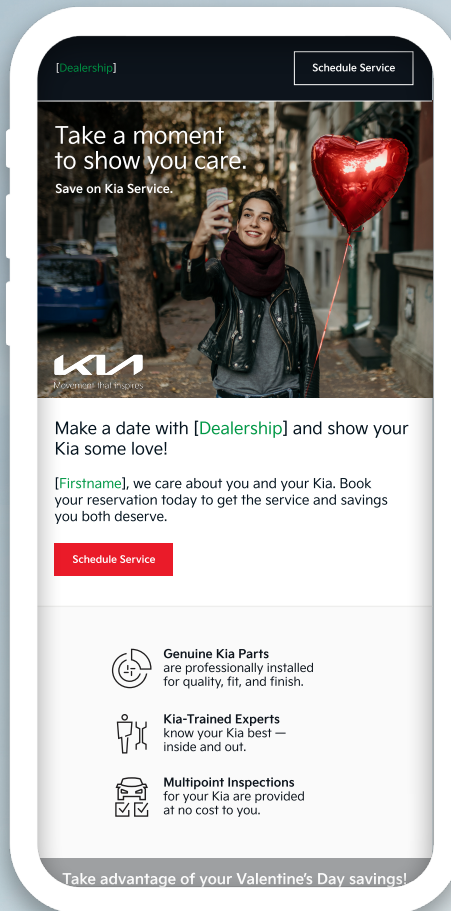


KORE 2.0 OnDemand

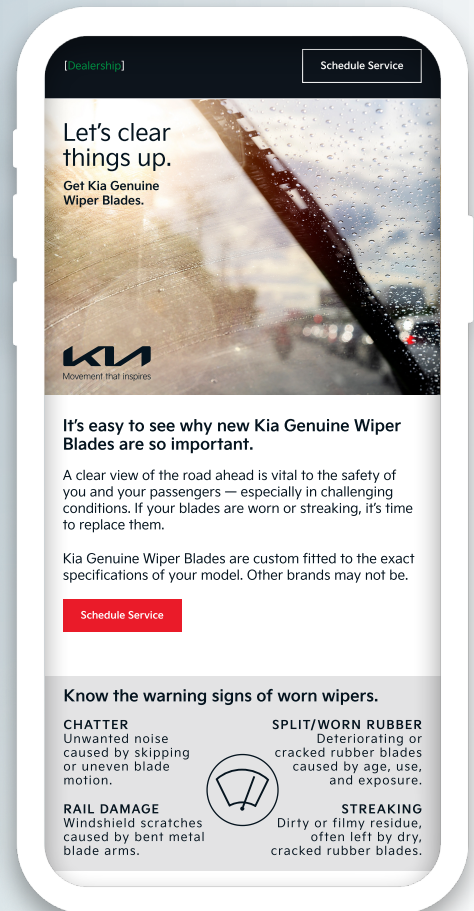
OnDemand provides 24/7 access to Direct Mail & Email templates for a variety of audiences, offers, and themes — including seasons, holidays, events, announcements, and a range of specific Kia Service offerings!



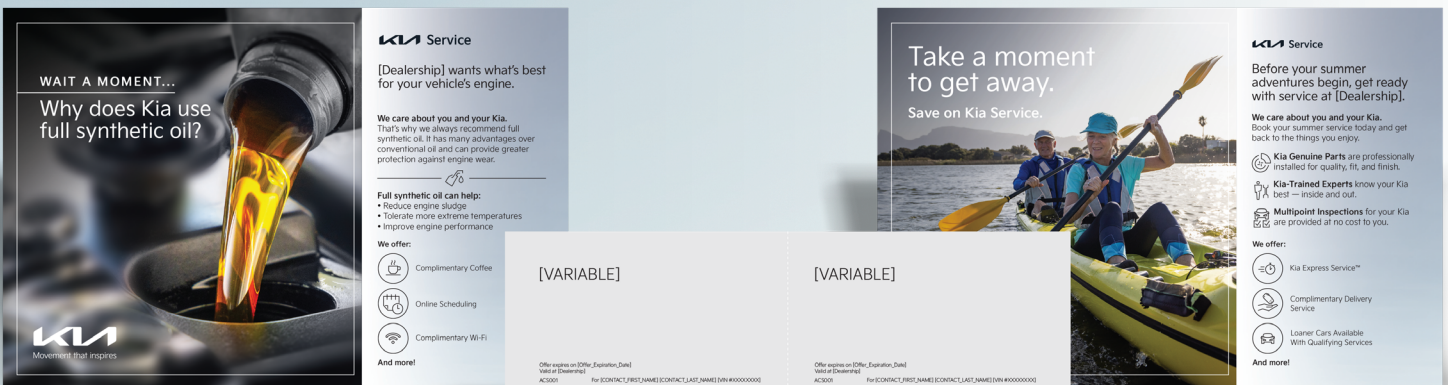
Kia Express Service — Email



Valentine's Day — Email



Wipers — Email



Full Synthetic Oil Change — Direct Mail

Summer Service — Direct Mail



Owner Retention
Experience 2.0

KORE 2.0 Touchpoint		Cadence Timing	Cadence Email	Cadence Direct Mail (DM)	Cadence Plus Add'l. DM	Cadence Social
New Owner	New Customer Welcome	3 days after delivery date	●	●		
	Accessories (current model year only)	15 days after delivery date	●		○	
	Intro To Service	45 days after delivery date	●		○	
	First Maintenance Reminder	135 days before first service due date	●		○	
	First Maintenance Reminder	45 days before first service due date	●		○	○
	First Maintenance Reminder	23 days before first service due date	●	●		○
	First Past Due Maintenance Reminder ¹	5 days after first maintenance reminder	●		○	
	First Service Appointment Reminder	1 day before appointment date ²	●			
	First Missed Appointment Follow-Up	1 day after missed appointment	●		○	
	First After Service Thank You	1 day after RO close date	●		○	
	Deferred Tire/Brake/Battery/Other ²	3 days after RO close date	●		○	
	Defector Communications	75 days after service due date	●		○	
	Happy Purchase Anniversary (1 year)	21 days before anniversary date	●		○	
Loyal Owner	Maintenance Reminder	45 days before service due date	●		○	○
	Maintenance Reminder	23 days before service due date	●	●		○
	Past Due Maintenance Reminder ¹	5 days after maintenance reminder	●		○	
	Service Appointment Reminder	3 days before appointment date	●			
	Missed Appointment Follow-Up	1 day after missed appointment	●		○	
	After Service Thank You	1 day after RO close date	●		○	
	Deferred Tire/Brake/Battery/Other ³	3 days after RO close date	●		○	
	Happy Purchase Anniversary (2 year)	21 days before anniversary date	●		○	
	Tire Wear	Consumer owns vehicle for greater than 30 months OR mileage is greater than 36k miles, whichever comes first. Suppress if tires replaced in the last 12 months (based on Kia's CDK Standardized Op Code List, OpCode 61 "new tires").	●		○	
	Brake Wear	Mileage is greater than 48k miles. Suppress if brakes replaced in the last 12 months (based on Kia's CDK Standardized Op Code List, either OpCode 21 "brake svc, front" or OpCode 22 "brake svc, rear").	●		○	
	Battery Wear	Consumer owns vehicle for greater than 48 months. Suppress if battery replaced in the last 12 months (based on Kia's CDK Standardized Op Code List, OpCode 19 "battery replacement").	●		○	
	State Inspections ⁴	30 days before, state specific	●		○	
Lapsed & Lost	Return Soon (+12 months no activity)	12 months after last RO date	●		○	
	Return Soon (+18 months no activity)	18 months after last RO date	●		○	

Maintenance due dates are based on estimated mileage and applicable Owner's Manual maintenance schedules.

Additional dealer-optional programs:

KORE 2.0 OnDemand

24/7 access to a wide variety of Direct Mail & Email templates

KORE 2.0 SEM

Paid search including Dealer Landing Page

1 If no response to First Maintenance Reminder.

2 If appointment falls on the weekend, reminder will be sent on the Friday prior to the appointment.

3 Must include name(s) of deferred service(s).

4 ICE vehicles only.

Optional Plus Up Program Pricing

Optional Plus Up Program	Additional Details	Pricing
KORE 2.0 Cadence Plus	Adds direct mail to select KORE 2.0 emails as a dual channel option	\$0.82 per piece (including postage)
KORE 2.0 Social	Adds social to two maintenance reminder triggers to supplement email/direct mail. Cost includes ad spend and Epsilon management fee.	\$45 per month
KORE 2.0 SEM	Includes media spend and Epsilon management fee. (Management fee based on 20% of ad spend.) Select desired monthly budget.	\$360 per month
		\$480 per month
		\$750 per month
		\$900 per month
		\$1,050 per month
		\$1,650 per month
		\$2,160 per month



**Owner Retention
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* Postage is a pass-through cost; amounts above include postage (shown as of July 2023) and production.
This program is eligible for FORMF/DAS co-op reimbursement.
Price includes 20% Epsilon management fee.



**Owner Retention
Experience 2.0**

Contact the KORE 2.0 Program Support Team

Email koreprogramsupport@epsilon.com

Phone 888-838-8399 **Fax** 800-214-3845