



# Nissan Dealer Direct Marketing INFINITI Retailer Direct Marketing

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# Nissan and INFINITI Direct Marketing Support

Nissan and INFINITI Tier 3 Direct Marketing facilitates engaging and customizable marketing programs for Dealers.

<b>Customization</b>	We offer a wide range of direct mail, social and email products meant to provide Dealers <b>with custom options, data selection, offers, messages, and timing.</b>
<b>Accountability</b>	Every program includes a <b>45-day sales match report for each participating store</b> , available for 12 months after program end date. Each report includes: the number of vehicles purchased, sales conversation rate, sales by list audience, sales by week, and purchasing customer details.
<b>Consistency</b>	Offer messaging and creative is consistent with the brand pillars. <b>Dealers do not need to go through additional IRAP/BAP/Ansira reviews.</b> Dealer Direct Marketing handles all approvals with Nissan and INFINITI
<b>Online Access</b>	Dealers can go to <a href="http://www.NNAnet.com">www.NNAnet.com</a> at any time to enroll in any of our programs, <b>download a manifest list(s) for programs that a retailer is currently enrolled in</b> , and review sales matches. Manifest can also be provided to the BDC for further follow-up
<b>Ease of Billing</b>	We are the Dealer Direct Marketing approved vendor that <b>bills retailers' Non-Vehicle Account directly</b> , so dealers never need to send payment.

# Data The Powers Customer Acquisition and Retention



RETAILER  
DIRECT  
MARKETING



NISSAN  
Dealer Direct  
Marketing

From Handraisers to Winbacks, INFINITI Retailer Direct Marketing and Nissan Dealer Direct Marketing let you engage with YOUR customers at every stage of their automotive journeys with campaigns that meet YOUR marketing needs.



First-Party  
Purchase  
Information:

- Vehicle Purchase Date
- Mileage
- Disposals
- Satisfaction with Retailer/Dealer



First-Party  
Service Data:

- Service and CP Visits
- Count and Cost of Repairs
- Average Service Time
- Satisfaction with Service



Household  
Attributes:

- Demographics
- Family Composition
- Occupation
- Home Ownership
- Lifestyle Information



Garage  
Information:

- Garage Size/Mix
- Vehicle Age
- Total Used/New Purchases



IFS and NMAC  
Information:

- Lease Data
- Monthly Payments
- Pre-Approval Information
- Loan Balance
- Equity Position

## CUSTOMER JOURNEY

### RESEARCH / AWARENESS / CONSIDERATION

Identify  
New  
Customers

The beginning of the relationship with your store. This is our opportunity to connect with potential customers and reinforce the notion that they should buy and service their vehicles with you.

PURCHASE

ENGAGEMENT

Retain Loyal  
Customers

Keep customers educated and informed during their ownership experience and stay connected with them across different channels.

REPURCHASE

WINBACK

Recapture  
Lost  
Customers

Ultimately, we want to identify and communicate with previous Owners who are no longer in the network today. Once we identify these Owners, we use a number of techniques to capture them, bring them back to the network, and foster loyalty from that point forward.

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# Tier 3 Campaign Development

## CREATE

- Identify and collaborate on the market needs
- Develop actionable creative for all channels
- Target Audience: Provide recommended audience to optimize the dealer budget for maximum ROI and reduce wasteful spending

## EXECUTE

- Coordinate Dealer Program Enrollment
- Design Dealer Personalized Creative aligned with program theme
- Timely deploy email, digital direct mail and social channels according to established campaign cadence
- Provide Dealer with campaign manifest of consumers contact along with additional information such as Equity position, trade values for further follow-up

## GENERATE RESULTS

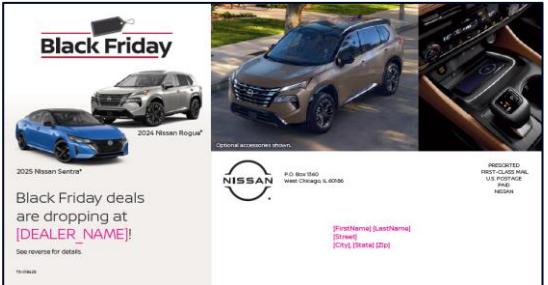
- Track effectiveness of campaign with advanced sales reporting down to dealer level during campaign window (45 days)

# Nissan Dealer Direct Marketing

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# Nissan Black Friday Campaign



## Develop 1:1 Omnichannel Strategy Direct Mail, Email, Social, Display

## Target In-Market Consumers in your PMA

- Owners, Handraisers, Leads, Winbacks and Prospects
- Sweepstakes to drive leads to your CRM!

## Social: Inventory Ads

## THRILLING RESULTS

## 2024 November Black Friday Sales Support – Program Results\*

- **Consumers Reached: 375K**
- **Sales Lift:** 67% over the holdout audience
- **Total Vehicle Sales:** 917 = approx. **\$2,626,288 Total Dealer profit.**
  - **Average Participating Dealer Profit: \$36,989**

### \*45 Day Sales Match

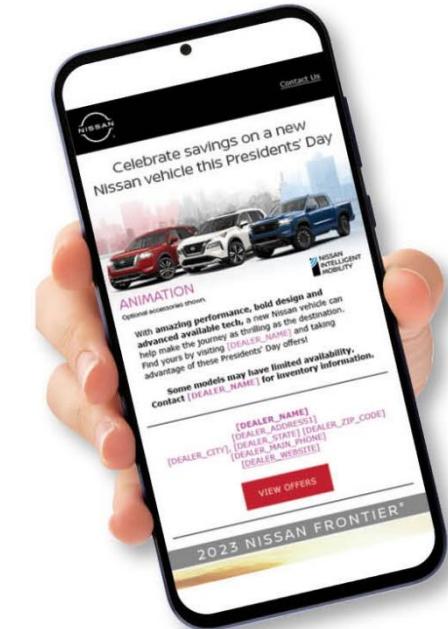
# Direct Marketing Campaign Examples



Owner Equity Campaign with Lead Generating Sweepstakes



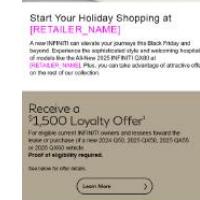
Nissan Heisman partnership campaign to drive sales



Driving traffic around key holiday and sales weekends

# INFINITI Retailer Direct Marketing

# INFINITI Tier 3 Black Friday Campaign



## Develop 1:1 Omnichannel Strategy during Sales Event

- Direct Mail, Email, Social, Display

## Target In-Market Consumers in your PMA

- Owners, Handraisers, Leads, Winbacks and Prospects

## Social: Inventory Ads

### GENERATING RESULTS\*

- Consumers Reached: 220K
- Sales Lift: 90% over the holdout audience
- Total Vehicle Sales: 209 = approx. \$767,552 Est. Total Retailer profit
- Average Participating Retailer Profit: \$24,759

\*45 Day Sales Match

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# INFINITI Tier 3 Retailer Marketing Campaign Examples



Driving traffic around key holiday and sales weekends

**QX60 and QX80 Sell Down**  
Incentives featuring Lease, Conquest and Owner Loyalty Incentives

Execute quick-turn OEM Email and Direct Mail promoting OEM Conquest Incentives against competitive Owners.

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