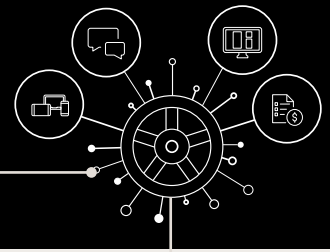




TargetRetail®

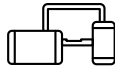
Drive Sales, Reduce Waste,
Deliver Results



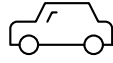
WHAT YOU WANT



Only target real
in-market
shoppers



Reach consumers
across all their
devices in real time



Market only YOUR
Dealership's
inventory to buyers

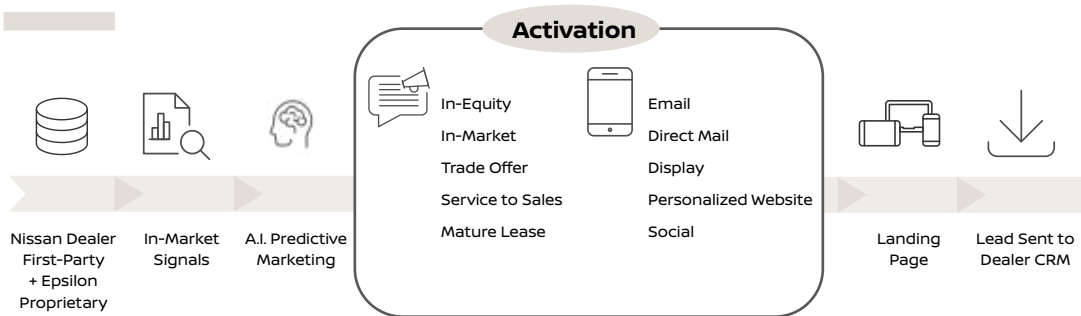


Accurately gauge
effectiveness of
your campaigns

WHAT TARGETRETAIL® DELIVERS

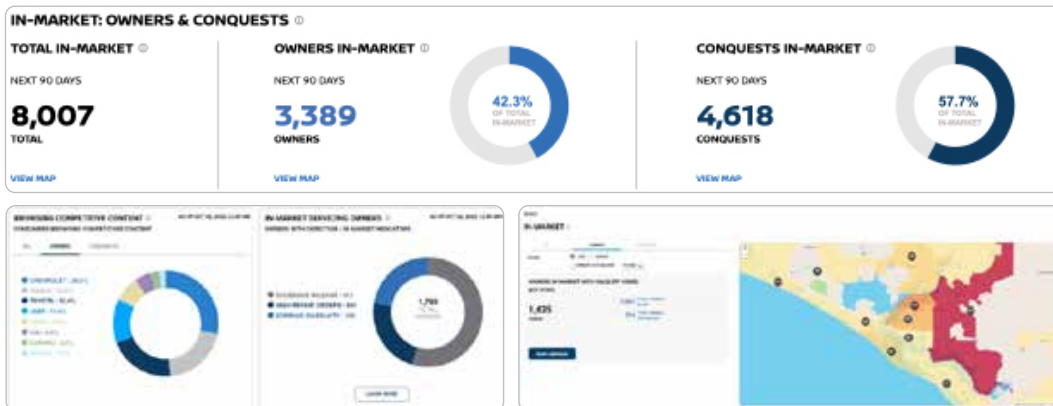
TargetRetail® is a digitally driven, omni-channel, retail-focused marketing platform that will drive sales, reduce wasted advertising budget, target in-market customers, and help you achieve your goals.

HOW IT WORKS



GAIN GREATER CUSTOMER INSIGHT

Through proprietary modeling technology, you'll get unlimited access to in-market customers when they're ready to buy.



TARGETRETAIL®

- Unlimited access to the insights and campaign platform
- Low-cost, multi-channel audience activation (media spend)

**Contact Your Epsilon Marketing Consultant
for Pricing and a Live Demo**

Proven ROI
from our 3-step
approach



**Hyper-Targeted
Audiences**
Eliminates non-eligible
consumers



Personalized Incentives
Recommend the best vehicles
and offers for every individual



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 searching for
vehicles they need now

**MOST LIKELY TO
PURCHASE IN THE
NEXT 90 DAYS**

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