

PORSCHE



Porsche AfterSales Marketing Services



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AfterSales Marketing Services

POWERED BY

Epsilon[®]

Porsche AfterSales Marketing Services integrates your service reminder, recurring and ad hoc campaigns into a comprehensive solution, making it simpler to build, deploy and evaluate your marketing. This program's enhanced range of tactics and data also makes it easier to optimize your revenue streams.

This program will offer the updated creative, refined personalization and data-driven knowledge you need to connect with customers on a 1:1 basis, boosting both response rates and conversions.

Plus, with seamless integration tools like Xtime, the program will offer possibilities unlike any you've seen before. As a whole, the program is designed to **improve customer communication and retention** — from the day a new vehicle is delivered until it becomes a cherished classic.



For more information and to enroll in the program, please contact your Porsche Regional AfterSales Manager or call Epsilon at (866) 266-8571.



Data-driven marketing to create legendary customer experiences

Data-Driven Marketing

- Optimizing service opportunities
- Ensuring communications are relevant and timely
- Fostering loyalty and retention



Additional Service-Based Marketing

- Honing repair opportunities
- Boosting retention efforts
- Enhancing communications targeting

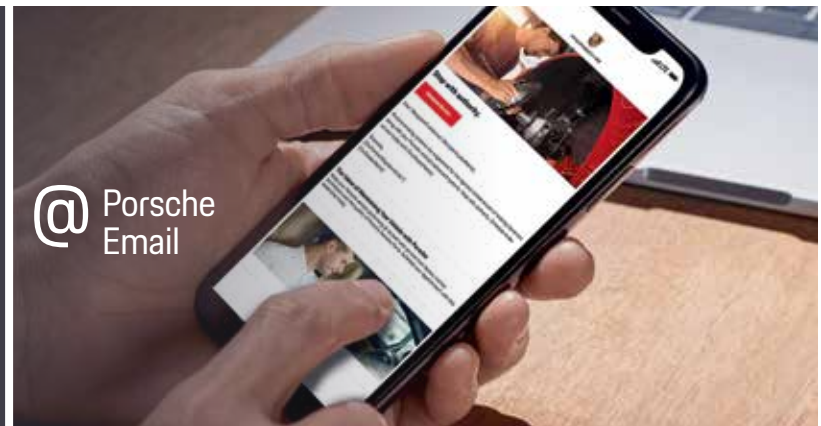


Comprehensive Marketing Solution

- Elevated service revenue
- Improved service retention
- Strengthened owner loyalty



**Porsche Dealer
Ad Hoc Solutions**





Program support

To help you make the most of Porsche AfterSales Marketing Services — both the core elements and ad hoc options — it now includes assistance to help you build, execute, track and report on your campaigns.



Your Porsche Regional AfterSales Manager

- Porsche-specific guidance
- Alignment with dealer-specific goals



Epsilon Concierge Team

- Helps target, customize and execute each campaign to your specifications
- Advises and assists with upcoming programs
- Supports your business by phone or email



Reporting Suite

- Program reporting by campaign, with drill-down capabilities
- Report filtering by date range, communication type, etc.
- Detailed customer information

Seamless integrations

Porsche Opportunity Management

- Leverage the power of data to target the right customers at the right time
- Full visibility into which customers will receive communication
- Actionable lists for outreach and follow-up

My Porsche Integration

- All reminders visible in My Porsche messaging center
- Seamless service scheduling for customers on the portal and in the app (for dealers using Xtime)

Xtime Scheduling

- With the Porsche AfterSales Marketing Services, you will leverage the full power of the Xtime scheduling tool
- Xtime is the preferred scheduling solution for dealers
- Seamless linking of customers from reminder into Xtime



Automated communications to bring customers into your dealership

Porsche AfterSales Marketing Services offers an assortment of automated messages to help keep your customers informed of the service opportunities you provide for their Porsche — all designed to strengthen loyalty and increase retention. Specific improvements include updated creative for each piece with a fresh look and feel.

Messages available through the program, via direct mail or email, include:



Service Reminders

These messages notify customers about upcoming services recommended for their vehicle or alert them to a missed recommended service while also featuring offers selected by you.



Inactive Customers

These annual messages target customers who have not visited your dealership in over 18 months. They also feature customizable offers.



Seasonal Ad Hocs

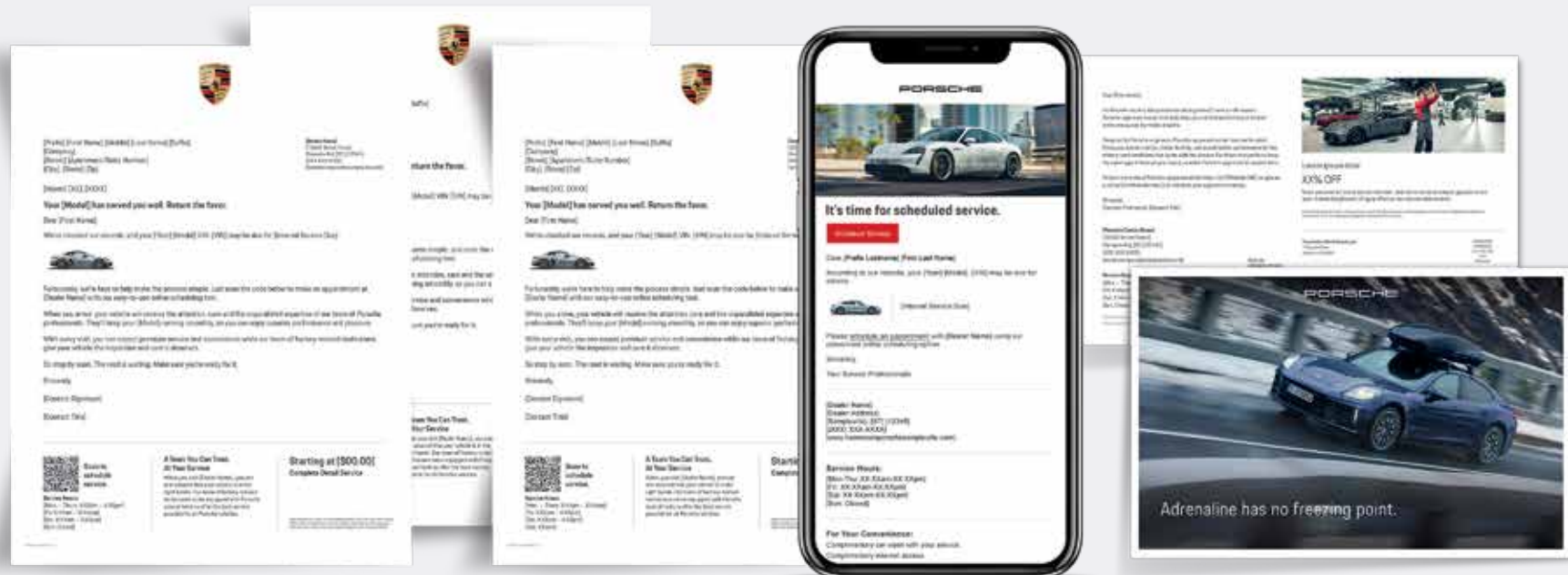
These messages target your selected audience, with seasonal creative and messaging featuring offers selected by you. The three available Seasonal Ad Hocs that deploy throughout the year are Spring/Summer, Fall/Winter and Holiday Card themed.

FY '24 Service Reminder Results

- 434.1K Unique Targets
- \$175.6M Total Revenue
- 21.82% Response Rate
- \$1,681 Average RO Value
- \$279:1 ROI

FY '24 Ad Hoc Results

- 281K Unique Targets
- \$121.5M Total Revenue
- 15.12% Response Rate
- \$1,864 Average RO Value
- \$451:1 ROI





The right message at the right time

Using data from your DMS system bundled with predictive algorithms and the combined knowledge of all Porsche dealers worldwide, this program is the most powerful in identifying which customer is due for their next service.

The right channel for each customer

With a digital-first strategy, the program is more cost-efficient than ever. Enticing customers via digital channels to book a service appointment makes a printed letter the final step, not the first one.

Available and planned channels include:

- **Email**

Sending highly personalized service reminders into the customer's inbox

- **My Porsche**

Messages in the notification center direct customers to Xtime appointment booking available in My Porsche

- **Letters and Postcards**

The final touchpoint if a customer does not react to any digital channels

All this with seamless integration into your Xtime online scheduling solution.





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