

# Audi After Sales Marketing





# After Sales Marketing

POWERED BY



The **Audi After Sales Marketing Program** integrates your service reminder, recurring and ad hoc marketing campaigns into a comprehensive solution that extends the limits of your business by making your marketing easier to build, deploy and evaluate. The program's enhanced range of tactics and campaign/customer data — available through the newly redesigned portal — also make it easier to optimize your revenue streams.

Through its three key components, this program offers the updated creative, improved personalization and detailed campaign intelligence you need to connect with consumers on a 1:1 basis and boost both response rates and conversions.

## Marketing Operations Center (MOC)

Core platform designed to boost service retention through a targeted cadence of communications and detailed reporting that tracks key indicators, trends and overall program performance.

## Marketing Communications

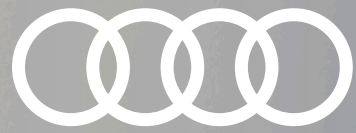
Key program element focused on targeting service and repair opportunities throughout the ownership lifecycle through a wide variety of messaging.

## Ad Hoc Solutions

Optional suite of marketing tools built to complement the core marketing program components by allowing you to augment your marketing with on-demand Email and Direct Mail solutions.

With new features and tools, the revamped Audi After Sales Marketing Program offers possibilities unlike any you've seen before. This expanded program not only satisfies the needs of your business, it meets those of your customers, as well — from the day they take their first Audi home to every day (and every Audi) after.





# MOC UPDATES

The Audi MOC has introduced the following enhancements and tools to help dealers make the most of the **Audi After Sales Marketing Program**, and gauge its success, as well.

## Adhoc Communication Builder

Provides dealers the opportunity to augment their current marketing with on-demand email and direct mail that allow them to customize their channel, offers and targeting.

**13 total communications available** –  
11 as both EM & DM, 2 as EM only.

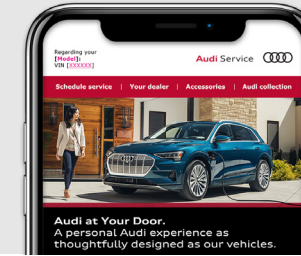
- ▶ **EM cost** – \$.07 per email
- ▶ **DM cost** – \$.90 per direct mail

## DM & EM Communications

- ▶ Why We Are the Best
  - ▶ One Stop Shop
  - ▶ Collison
  - ▶ Executive Service
  - ▶ New Dealer
  - ▶ New Dealer Name
  - ▶ New Dealer Location
- Recurring Cadence available as Adhocs:*
- ▶ Tire
  - ▶ Brake
  - ▶ Battery
  - ▶ Winback

## EM Communications

- ▶ Minimal Contact
- ▶ Audi At Your Door



## Co-op Reporting

Improves dealer – and the field’s – access to allocation, approved spend and remaining balance for both Choice Cards and traditional funds.

## Additional Reporting

Helps dealers stay on top of program operations, email performance and customer updates, and includes:

- ▶ **Declined Service & Advisor Performance** Offers visibility into responses, customer info and advisor performance.
- ▶ **Email Summary** Provides email delivery details such as delivered, opened, click through, bounces and unsubscribes – with drill-down options available to see customer details by category: Delivered, Hard Bounce, Soft Bounce, Opens, Clicks, Unsubscribes and Totals.
- ▶ **Customer Program Status Change** Provides updates on customers added, deleted or marked as inactive on the contact list.
- ▶ **Customer Opt-Out Report** Provides totals and details for customers who have opted out of one or more communication channels.
- ▶ **Customer Information Updates** Details customers who have updated their information within the selected month.



## Additional Enhancements

1. Onboarding of current Audi program to Epsilon’s Cadence Platform to optimize performance by connecting with customers when they are due for service throughout their ownership lifecycle – based on time/mileage.
2. Integration with Connected Vehicle feeds to help inform the timing of communications and to trigger additional communications based on data received from the vehicle (tire pressure, battery life).
3. Audi Care Integration with Service Reminders to inform customers of remaining prepaid visits.
4. New Audience Targeting, Service Modeling and New Communications to better target – and reduce – attrition.
5. Dealer Enrollment View – Overview of communications dealers have enrolled in, offers and channel selections.





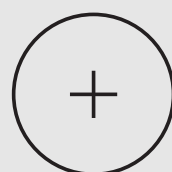
# Engineered for Integration

## After Sales Marketing Operations Center

### Cadence-Based Marketing

**Focus:**

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

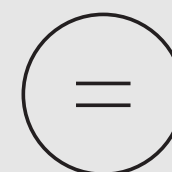


## Marketing Communications

### Additional Service-Based Marketing

**Focus:**

- ▶ Optimizing repair opportunities
- ▶ Augmenting retention efforts
- ▶ Enhancing communications targeting



## After Sales Marketing Program

### Comprehensive Marketing Solution

**Enhancements:**

- ▶ Elevated service revenue
- ▶ Improved service retention
- ▶ Heightened owner loyalty



## Dealer Ad Hoc Solutions



Audi Direct Mail



Audi Email





# Program Support

To help you make the most of all aspects of the Audi After Sales Marketing Program — both the core elements and the Ad Hoc options — it now includes an extensive array of supports to help you build, execute, track and report out on your specific campaigns.



## MOC Concierge Team

- ▶ Helps target, customize and execute each campaign to your specifications
- ▶ Advises and assists with upcoming programs
- ▶ Assists with co-op reimbursements and inquiries
- ▶ Supports your business by phone or email

**Call (888) 662-2834 or  
support-audimoc@epsilon.com**



## Reporting Suite

- ▶ Program reporting by campaign, with drill-down capabilities
- ▶ Tiered access levels, including: dealer, area, regional and national
- ▶ Report filtering by date range, communication type, response cycle, etc.
- ▶ Detailed customer manifest information
- ▶ Subscription and export options (PDF/Excel)

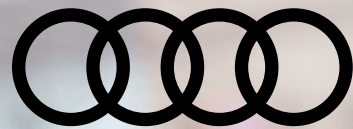


## MOC Portal

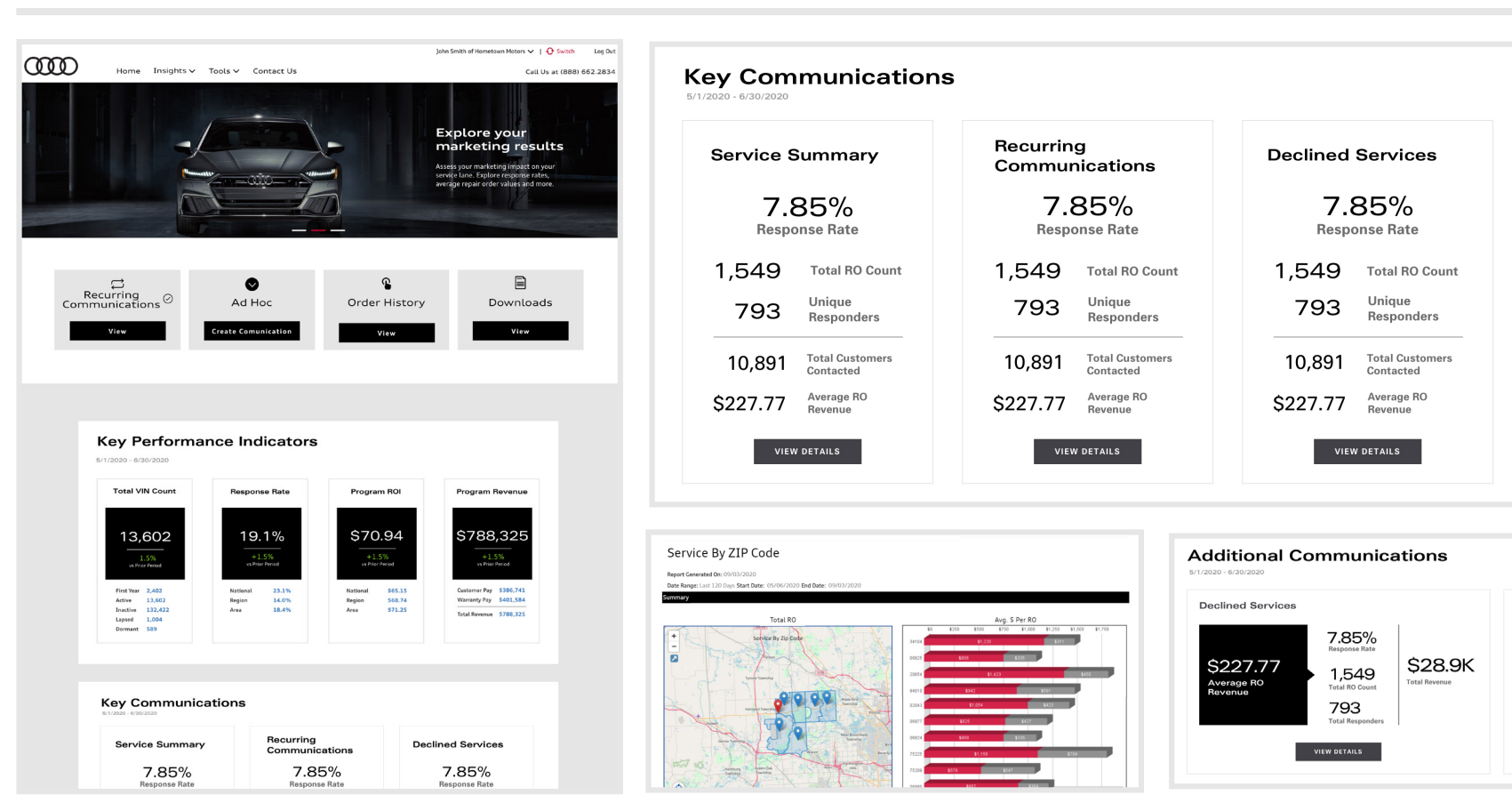
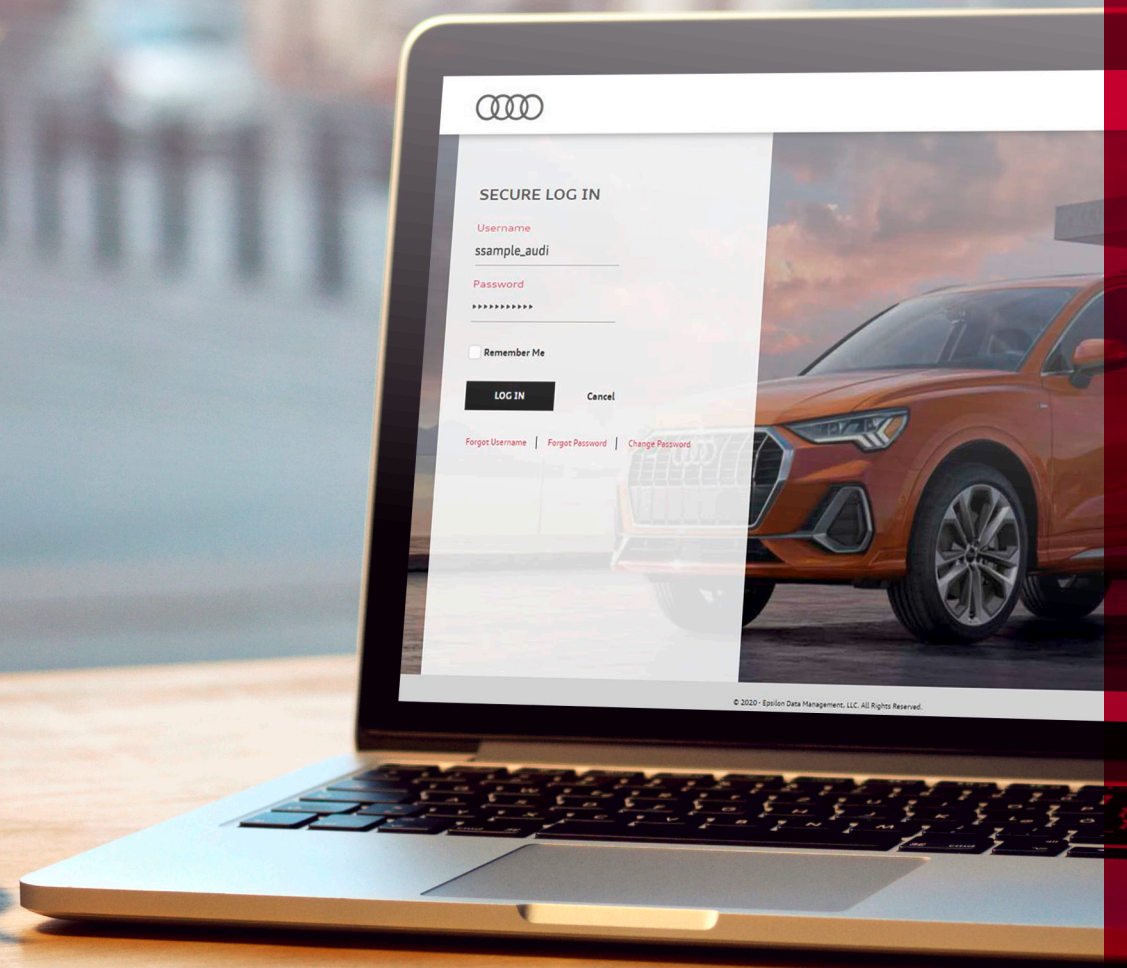
- ▶ Single-source location
- ▶ Single sign-on connectivity
- ▶ 24/7 access to program materials, social assets and imagery
- ▶ Ad Hoc campaign builder
- ▶ Co-op reporting

**To access the MOC Portal,  
visit [audimoc.com](http://audimoc.com)**





# MOC Portal



## Re-envisioned dashboard

This revamped gateway into your program's command and control center now offers improved targeting capabilities on all cadence communications, as well as quick-glance graphs for accelerated insight into the performance of all cadence, national promotion and ad hoc communications.

## New reporting capabilities

Expanded reporting features allow you to drill down into campaign data by date (to chart marketing successes and trends), communication (to see which channels best connect with customers) and more. Retrieve message response data with a single click.

Plus, you can now download, export and share reports in a variety of formats and even subscribe to key reports, so they're sent by email automatically.

## New Ad Hoc features

More extensive integration of Ad Hoc direct mail and email functionality simplifies the transfer of content and customization from one medium to the other, for more consistent messaging and enhanced brand identity.





# After Sales Marketing Program Touchpoints

The Audi After Sales Marketing Program offers a broad assortment of communications to help keep your customers apprised of the service opportunities you provide for their Audi – all designed to enhance loyalty and heighten retention.

Examples of the messages available through the program, via direct mail or email, include:



## Service Reminders

These Audi-funded messages inform customers about upcoming services recommended for their vehicle or let them know that they have missed a recent recommended service and feature offers selected and funded by dealers.



## Declined Service

These Audi-funded messages thank customers for completing their recent service appointment and remind them about additional services that Audi technicians recommended and the customers declined to complete. Messages also feature offers selected and funded by dealers.



## National Promotions

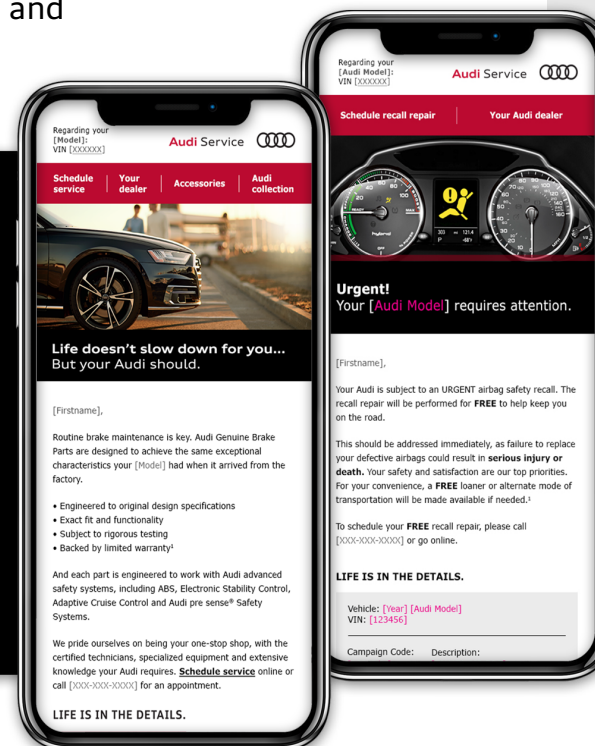
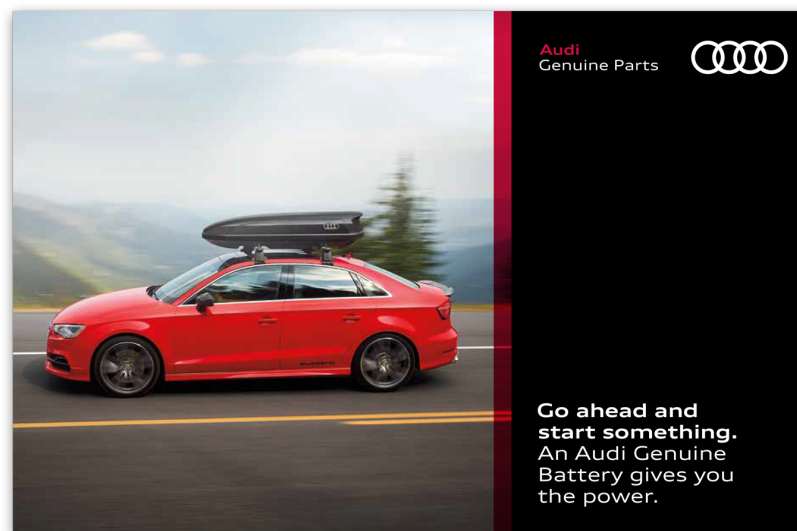
Audi National Promotions, sent out 3 times per year, help increase service traffic and revenue by helping to boost service retention within your customer base. These communications promote the value of Audi Service and provide customizable offers based on scheduled maintenance needs and local market conditions.



## Recurring Communications

To help you target specific segments of your customer base with proven seasonal and offer-based campaigns, the After Sales Marketing Program also includes an assortment of additional recurring communications, including:

- ▶ Service Winback
- ▶ Brakes
- ▶ Batteries
- ▶ Tires
- ▶ Open Campaign
- ▶ Audi Care
- ▶ Accessories
- ▶ Rapid Recapture
- ▶ Last Chance



## FY '20 Program Results

Strong Q4 propelled by two new campaigns and strong offers funded by Audi helped finish the year on a high note.

- ▶ \$43M in estimated incremental revenue from 55K incremental responders
- ▶ \$431M in overall CP revenue

9.7M  
Treated  
Targets

\$731  
Average  
RO Value

\$273  
to \$1  
ROI

FY '20 National Promotion campaign aims to maintain dealership market share by communicating to Active, Inactive, Dormant and Lapsed customers with National Offers.

- ▶ \$154M in Customer Pay Revenue from 208K ROs

3.24M  
Treated  
Targets

\$743  
Average  
RO Value

\$206  
to \$1  
ROI





# After Sales Marketing Ad Hoc Solutions

These optional components of the Audi After Sales Marketing Program offer the opportunity to augment your core marketing activities, increase customer loyalty and enhance revenues through easy-to-create, customize and deploy Ad Hoc direct mail and email campaigns. Examples include:

- ▶ **Why We Are The Best:** Highlighting the value of Audi dealers' service lanes over independent facilities.
- ▶ **Minimal Contact Service:** Describing measures Audi dealers are taking to reduce contact during service visits.
- ▶ **One Stop Shop:** Affirming that Audi service lanes can fulfill all of the service needs an Audi owner may have.
- ▶ **Collision:** Encouraging Audi owners to visit an Audi Authorized Collision Repair Facility when a collision occurs.
- ▶ **Audi At Your Door:** Detailing Audi from-home services now available, e.g., shopping/test-drives, service pickup.

## Benefits of these Ad Hoc communications include:

- ▶ Creative/customizable field options
- ▶ Flexible timing
- ▶ Multiple message/offer options
- ▶ Email conquest list options
- ▶ Simple, complimentary enrollment
- ▶ No setup fees or contracts



**Direct Mail** The program's extensive library of marketing materials allows you to quickly build campaigns targeting a broad or narrowly defined audience with minimal customization or customization specific to your unique timing and needs.



**Email Ad Hoc** email communications add accelerated turnaround capabilities to your digital toolbox with special offers and dynamic elements to target customers and/or complement a direct mail campaign.

