

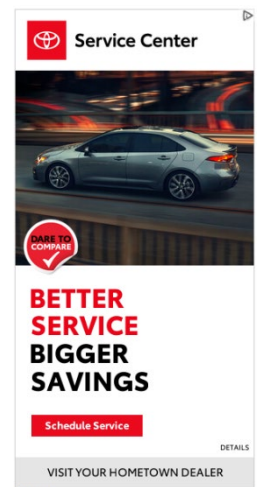
REACH YOUR CUSTOMERS WHO ARE VISITING INDEPENDENT REPAIR FACILITIES AND RETAIN THEM WITH PERSONALIZED ONLINE ADVERTISING

As a trusted Toyota dealer, you have relationships with all your customers. And you know your customers are online now more than ever. Reach YOUR customers wherever they are consuming content with relevant digital messages at the right time, across all their devices — desktop, mobile and tablet.

DATA DRIVEN IRF CONQUESTING

Defend your business and stay top-of-mind with your customers wherever they are by using personalized, dynamic 1:1 messaging. Leverage Epsilon’s **exclusive** data set comprised of anonymized credit card transactions of those who have serviced at an IRF within a 30 mile radius of your dealership. Also message inactive customers who have not recently serviced at your dealership. By utilizing best in class cross-device identification, you can ensure you’re reaching the **right people** at the **right time** on the **right device** to retain and activate those customers.

Example Creative



We capture which of your customers have recently serviced at an IRF using merchant level transactions



Real-time identification models pick the best time and place to send them a message



1:1 decision engine dynamically renders a personalized message for that consumer in less than 1 millisecond



We capture the individual’s offline vehicle purchase and repair order, and provide closed-loop sales and service reporting

BENEFITS

- Target on **average 1,071** unique individuals with a hyper personalized message*
- Measure and validate campaign with closed-loop sales & service reporting

*Based on average of mid-tier package offering