

The background is a grayscale photograph of a car dealership. Several cars are visible, including a white SUV on the left and a dark SUV in the center. A grid of small dots, some white and some yellow, is overlaid on the right side of the image. In the bottom right corner, there are several overlapping yellow-outlined rectangles.

# Epsilon

## NISSAN – INFINITI-T3 Direct Marketing

EPSILON®

Automotive

# NISSAN TIER 3 DIRECT MARKETING OVERVIEW

## CREATE

- Program Examples: Holiday Sales Event, College Grad, Truck Month
- Campaign Cadence
  - Email Deployment Dates
  - In-home Direct Mail Dates
- Create Dealer Enrollment Guide

## EXECUTE

- Coordinate Dealer Program Enrollment
- Design Dealer Personalized Creative aligned with program theme
- Timely deploy email and direct mail pieces according to established campaign cadence

## GENERATE RESULTS

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

# NISSAN TIER 3 NISSAN NOW SALES EVENT ADHOC PROGRAM

**NISSAN**  
**NOW**  
SALES EVENT



## DEALER ENROLLMENT GUIDE

### TIP-OFF FOR THE NISSAN NOW SALES EVENT IS RIGHT AROUND THE CORNER!

Enhance your marketing game by including this dealer-personalized direct mail program as part of the 2020 Nissan NOW Sales Event! Nissan is an official sponsor of one of the **HIGHEST PROFILE** sporting events of the year – the *NCAA Men's Basketball Tournament*. Leverage your customers' excitement for the upcoming tournament season with this dynamic direct mail creative. It highlights Nissan's technology leadership while featuring the best available offers on the 2020 Altima and Rogue. It will also assist with your sell-down efforts for the 2019 TITAN as you gear up for the upcoming launch of the freshened 2020 model. **DON'T SIT ON THE SIDELINES - GET IN ON THE ACTION AND BOOST YOUR SALES TODAY!**



### GAME WINNING RESULTS

#### 2019 Nissan NOW Sales Event - February Program Results\*

- **Consumers Reached:** 514,321
- **Conversion Rate:** 1.23%
- **Total Vehicle Sales:** 6,336 = approx. **\$10,701,504 in Dealer profit.**

\*Results reflect DM house records.

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# NISSAN TIER 3 ADHOC PROGRAM CREATIVE



Front Panel



Address Panel



Folded



# INFINITI DIRECT MARKETING OVERVIEW

## CREATE

- Program Examples: Holiday Event Email, CPO to New, Crossbrand Follow-Up
- Campaign Cadence
  - Email Deployment Dates
  - In-home Direct Mail Dates
- Create Retailer Enrollment Guide

## EXECUTE

- Coordinate Retailer Program Enrollment
- Design Retailer Personalized Creative aligned with program sales event
- Timely deploy email and direct mail pieces according to established campaign cadence

## GENERATE RESULTS

- Track effectiveness of campaign with advanced sales reporting down to retailer level during campaign window (90 days)

# INFINITI HOLIDAY EVENT EMAIL PROGRAM – PRESIDENTS’ DAY

This program targets key holidays outside of national sales events to drive targeted in-market consumers to your store all year round. With an easy one-time enrollment, this program carries over to each execution until you choose to cancel.

## PROGRAM OVERVIEW

Optimize your sales opportunities this Presidents’ Day with the INFINITI Holiday Event Email Program. This Retailer-personalized email piece will feature Presidents’ Day messaging urging consumers to come to your location for savings opportunities on the 2020 QX50, QX60, QX80, Q50 and Q60 models.

## PROGRAM HIGHLIGHTS

- This email will include the best regional offers on included trim levels for those versions with the highest enrollment.
- Retailers are able to enroll at any time by calling Retailer Direct Marketing Program Headquarters or through NNA.net in the weeks prior to each execution.
- Program targets the following holidays: Presidents’ Day, Memorial Day, 4<sup>th</sup> of July, Labor Day and Black Friday.

## FORMAT

Each Retailer’s email is personalized with the store name, address, website and telephone. If provided, we will include your Facebook and Twitter sites.

**HOLIDAY PROGRAM**  
 2019 Average Presidents’ Day Profit:  
**\$3,133,500\***  
 \*Sales match for this figure is 90 days



# INFINITI TIER 3 ADHOC PROGRAM CREATIVE



Brochure Insert



Follow-Up Direct Mail

