

# EXTEND SERVICE ADVANTAGE'S REACH — AND SUCCESS — WITH SERVICE ADVANTAGE SOCIAL PLUS-UP.



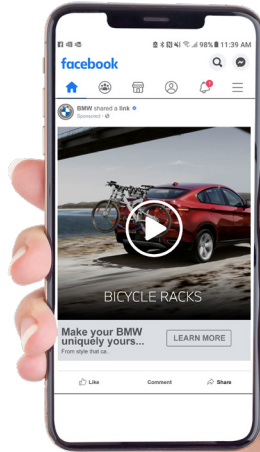
The **Ultimate** Driving Machine®

Service Advantage Social Plus-Up helps you harness the power of Facebook and Instagram to target your most valuable maintenance customers and increase the ROI of your Service Advantage Program. By more fully utilizing the data driving BMW Service Advantage, this element of the program allows you to:

- Connect with customers on their preferred digital platforms
- Put social ads in front of customers more often and on more devices
- Enhance the effectiveness of your Trigger and Teleservice service messages
- Get more of your Service Advantage customers into your service department

## HOW IT WORKS

**Facebook and Instagram video ads** use the same data that powers your Service Advantage Program to heighten your social media presence and drive service revenues.



1. Video news feed ads remind customers that it's time for a repair or maintenance on their vehicle.
2. When customers click, they're taken to the schedule service page on your dealership's website.

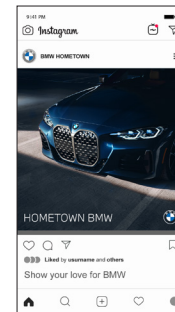
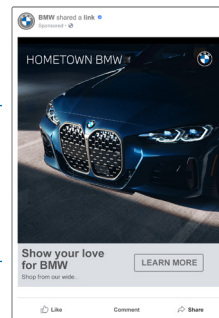
## YOUR AD IN ACTION

Each user sees the ad on average 8 times per month.

- Every audience (per dealership) is refreshed every month
- Service Advantage Trigger and Teleservice data is combined for audience targeting

Video ads are dealerized to help market and brand your store.

Facebook video ads heighten engagement with strong calls to action.



Instagram ads automatically built to match the look and feel of Facebook video ads.

## WHY FACEBOOK AND INSTAGRAM



Average person spends over 1 hour per day on Social.



Target customer's devices multiple times per month.



Video newsfeed ads ensure that your customers see your message.



It's where your customers spend their time and attention every day.

## PRICING

- Campaign Setup
- Video Creative Development
- Ongoing Campaign Optimization
- Custom Audience Targeting
- Field Support
- Reporting



Enhanced Audience Reach



Maximum Audience Reach

**Plus, all digital media are eligible for a 60% co-op.**

DON'T WAIT ANOTHER DAY TO CAPTURE THE POWER OF SOCIAL! CONTACT EPSILON TODAY.