

ATTRACT CUSTOMERS WITH TARGETED VIDEO ADS ON SOCIAL MEDIA.

Social Link, the newest addition to our marketing suite, leverages your ATM and Customer Link Scheduled Maintenance data to serve Facebook and Instagram video ads to your customers as a reminder when it's time for service.

Data segmentation will be used to determine the right message, right offer to the right customer. Customers will have the ability to click through to a Dealer Branded Landing Page, where they can view their offer and schedule service at their convenience.

DEALER LANDING PAGE.

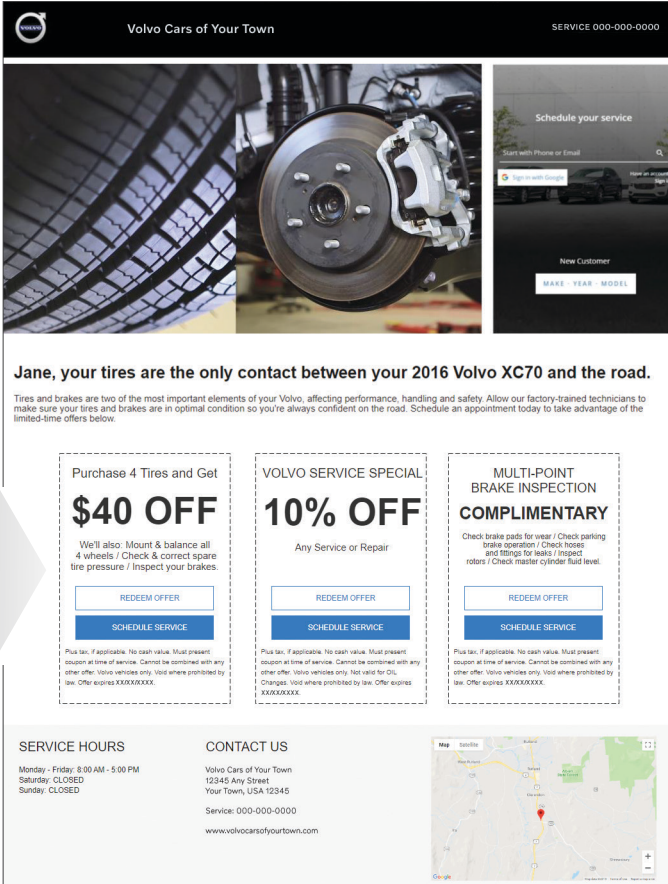
Your targeted customers will be directed to a Dealer Branded Landing Page where their offers will be presented and they have the ability to schedule service.

FULLY INTEGRATED!

Your existing ATM and Maintenance Reminder offers would be the same as those from Direct Mail, Email and Display.

VOLVO ATM
AFTERSALES TARGETED MARKETING

VOLVO CUSTOMER LINK
SERVICE COMMUNICATION AND RETENTION



Jane, your tires are the only contact between your 2016 Volvo XC70 and the road.

Tires and brakes are two of the most important elements of your Volvo, affecting performance, handling and safety. Allow our factory-trained technicians to make sure your tires and brakes are in optimal condition so you're always confident on the road. Schedule an appointment today to take advantage of the limited-time offers below.

<p>Purchase 4 Tires and Get</p> <p>\$40 OFF</p> <p>We'll also: Mount & balance all 4 wheels / Check & correct spare tire pressure / Inspect your brakes.</p> <p>REDEEM OFFER</p> <p>SCHEDULE SERVICE</p> <p><small>Plus tax, if applicable. No cash value. Must present coupon at time of service. Cannot be combined with any other offer. Volvo vehicles only. Void where prohibited by law. Offer expires XXXXXXXX.</small></p>	<p>VOLVO SERVICE SPECIAL</p> <p>10% OFF</p> <p>Any Service or Repair</p> <p>REDEEM OFFER</p> <p>SCHEDULE SERVICE</p> <p><small>Plus tax, if applicable. No cash value. Must present coupon at time of service. Cannot be combined with any other offer. Volvo vehicles only. Not valid for Oil Changes. Void where prohibited by law. Offer expires XXXXXXXX.</small></p>	<p>MULTI-POINT BRAKE INSPECTION COMPLIMENTARY</p> <p>Check brake pads for wear / Check parking brake operation / Check hoses and fittings for leaks / Inspect rotors / Check master cylinder fluid level.</p> <p>REDEEM OFFER</p> <p>SCHEDULE SERVICE</p> <p><small>Plus tax, if applicable. No cash value. Must present coupon at time of service. Cannot be combined with any other offer. Volvo vehicles only. Void where prohibited by law. Offer expires XXXXXXXX.</small></p>
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SERVICE HOURS
 Monday - Friday, 8:00 AM - 5:00 PM
 Saturday: CLOSED
 Sunday: CLOSED

CONTACT US
 Volvo Cars of Your Town
 12345 Any Street
 Your Town, USA 12345
 Service: 000-000-0000
 www.volvocarsofyourtown.com

Dealer Branded Landing Page

GET STARTED WITH US TODAY.

Find out more about our services and get started with Epsilon today.
 Contact Volvo Master Link Headquarters to enroll.
 P. 800-594-4397 | F. 877-289-4414 | E. VOLVOPHQ@EPSILON.COM



FACEBOOK AND INSTAGRAM SOCIAL VIDEO INTEGRATION.

A compelling video service message will be designed to engage and motivate your customers to learn more about the personalized offers that await them.



MONTHLY INVESTMENT: \$399 PACKAGE INCLUDES:

- Campaign Setup
- Creative Development
- Ongoing Campaign Optimization
- Analytics Targeting
- Field Support
- Reporting

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