

The Hyundai Owner Experience Process

Effective and comprehensive digital marketing solutions to exceed your expectations.

EPSILON®

Automotive

We just got even cooler!



What makes the HX Process different?
Data and system integration
with Hyundai.

Cohesive, thorough, and relevant to dealers' needs,
the HX Process creates the optimal customer experience
to **drive more service traffic**.

Make your dealership the only place owners will want to go for their car care needs.

Enrolled dealers service **MORE** cars, **MORE** often — resulting in **MORE** revenue.

Reactivate Inactive Owners

Owners who have **not** been in
for service **12 months** or more

16.3%
Response
Rate

INACTIVE average
1-year RO value
\$1,018

42%
Repeat
Visits

Acquire Conquest Owners

Hyundai owners who have never brought
or serviced at a Hyundai dealership

16.18%
Response
Rate

CONQUEST average
1-year RO value
\$1,127

59%
Repeat
Visits

Click-Enticing Email Design

98.6%

HX Email
Delivery Rate

32.6%

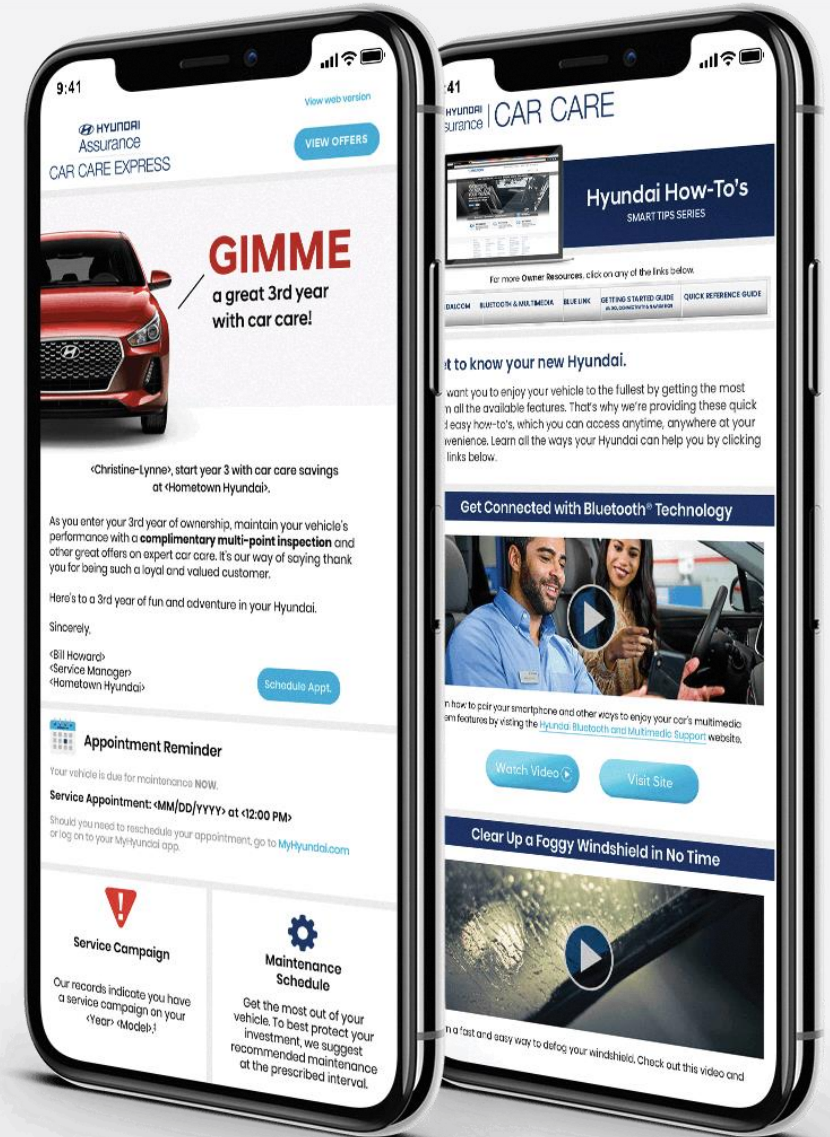
HX Email Overall
Open Rate

74%

Recipients Return
for Service

49%

MVHR Email
Open Rate





**INCREASE
CAR CARE
APPOINTMENTS**



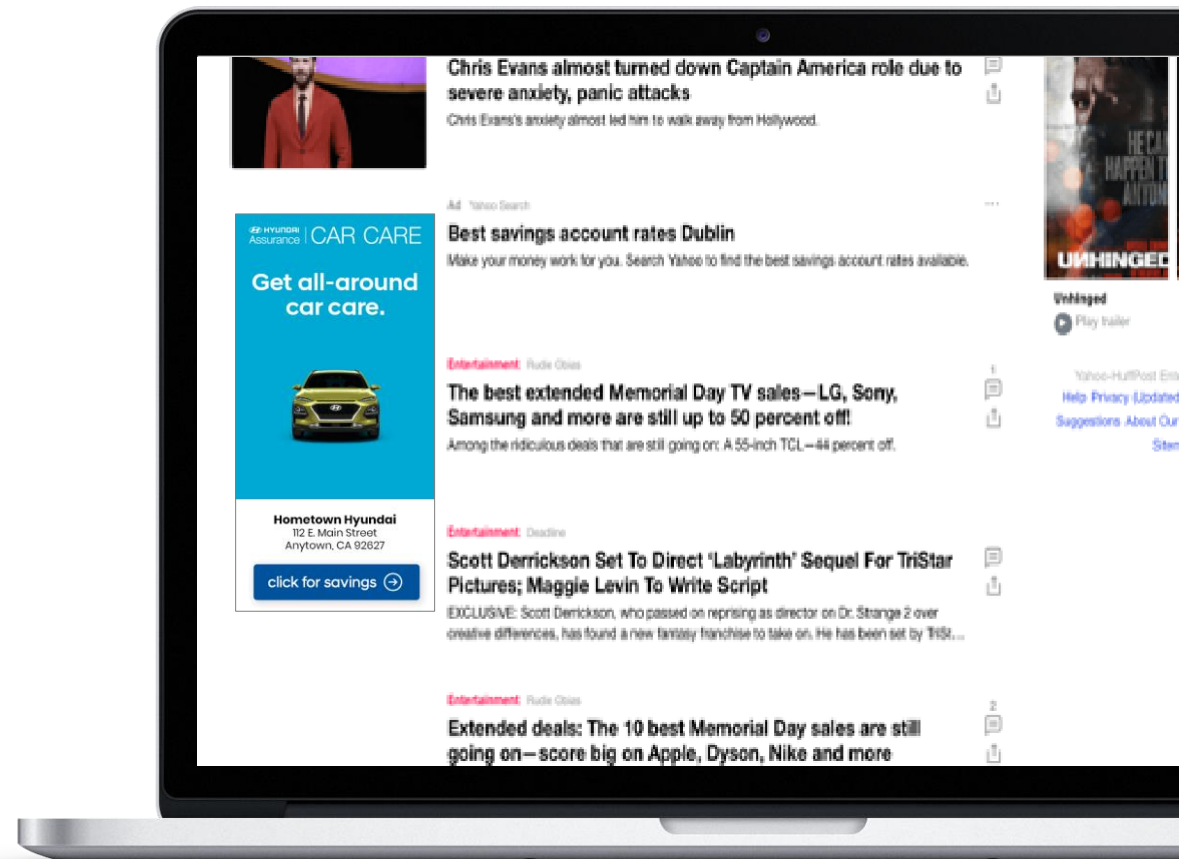
**GROW
CUSTOMER
PAY SALES**

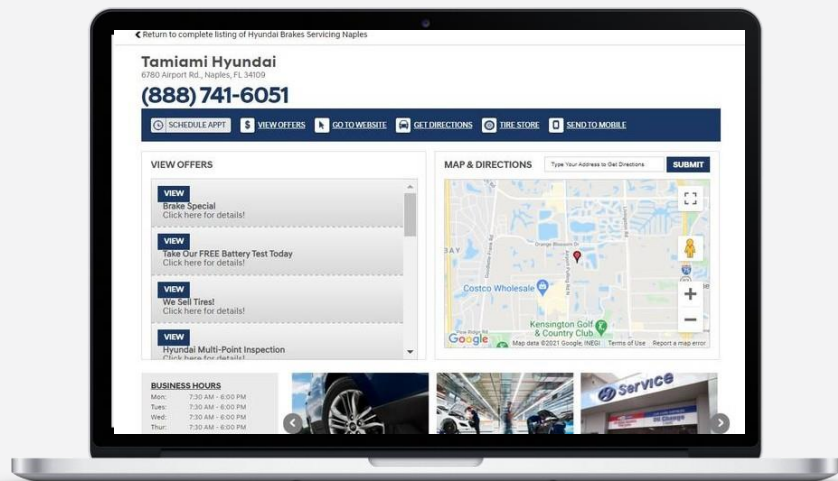


**BUILD
BRAND
LOYALTY**

Display ads help you **connect with customers online** and enhance your opportunity to **reach them at crucial times** in their service life cycle.

Target Display Advertising



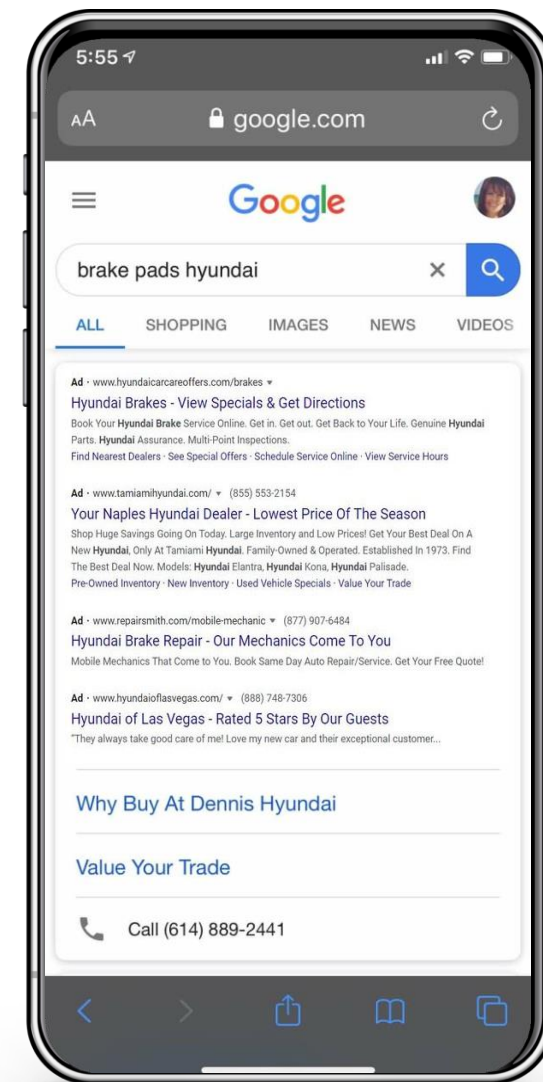


- Custom Dealer Profile Page
- HX Integrated Internet Offers
- Links to Appointment Scheduler and More
- How To Videos
- Up-to-Date SEM Traffic Reporting

Search Engine Marketing delivers more ways of reaching owners — including Hyundai owners unknown to you. It also helps you become more visible than your competitors.

Search Engine Marketing

Connect with customers, gather valuable information, and compile various forms of data.





**INCREASE
YOUR BRAND
VISIBILITY**



**ENGAGE CUSTOMERS
OUTSIDE
LOYALTY CIRCLE**



**IMPROVE
SEARCH ENGINE
RANKING**



**MORE people seeing your message
MORE often — many being new customers**

Social Media Content

Eye-catching, high-impact social media content covering a variety of service marketing messages is ready-made for dealers to post.