

FORDDIRECT  
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# Ford/Lincoln/Quick Lane 1:1 Customer Communication Platform

ConsumerConnection+

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# CONSUMERCONNECTION+ OVERVIEW | PAGE 2

ConsumerConnection+ (CC+) is an all-in-one sales and service communications platform that enables your owner loyalty marketing to be more timely, more targeted, and quicker to market. Deliver the right offer to the right customer at the right time.

## Integrations:

- + Recall Data
- + FordDirect CRM Pro
- + FordDirect VINReal
- + FordDirect Dealer websites
- + Tier 1 & 2 sales and service offers/messaging

## Exclusive Data Feeds:

- + FordPass/Lincoln Access Rewards Data
- + Connected Vehicle Modem Data
- + Ford CKS Data appends
- + FMCC In Equity Data
- + Vehicle Disposal Data
- + Only source for complete ICI Private Offer messaging

## What does this mean to you as a Dealer:

- + Stay in front of your service consumers with “Always On” reminder campaigns.
- + Send timelier service reminders utilizing Connected Vehicle Modem Data.
- + Include FordPass™ Rewards and Lincoln Access Rewards™ Points in your service reminders.
- + Engage customers the way they prefer—direct mail, email, SMS and live calls.
- + Target Conquest Consumers and Owners who are currently in-market to purchase with ICI 1:1 Private Offers.
- + Follow up faster through the automatic integration of your safe and secure DMS customer contact data.
- + Deliver customized, personalized ad hoc campaigns at an additional cost.

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# COMMUNICATIONS & CHANNELS | PAGE 3

- Full DMS integration and service & sales lifecycle management
- All essential required communications are multi-channel (Direct Mail, Email and SMS)
- Optional communications channels are either Email First or Multi-Channel
- All sales and service communications are 100% co-op eligible and automatically submitted by FordDirect (Quick Lane is 50%)

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Essential Required Communications and Channels:				
*Minimum model year and/or mileage radius requirements apply. †Live Calls are \$2.50 per completed call and are optional.				Live Calls†
<b>SERVICE</b>		Auto enrolled in Multi-channel (Email + Direct Mail + SMS)		
Service Reminders for Loyal Customers*			<input type="checkbox"/>	
Service Reminders for Lost Customers*			<input type="checkbox"/>	
Quarterly Service Event Campaign†			<input type="checkbox"/>	
Declined Services*				
<b>SALES</b>		‡SMS not available for QSE, Payment Advantage and Private Offer		
Payment Advantage (Ford Credit In Equity)‡				
Private Offers (Lincoln Dealers need a cap of 50% or higher)‡				
Lincoln Private Offer Cap Percentage				
Optional Additional Communications and Channels:				
	Multi-Channel	Email First	Live Calls†	SMS
<b>SERVICE</b>				
Intro to Service*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Service Appt. Reminder*	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Primary Market Area (PMA)*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Past Due Maintenance*	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Service Thank You Messaging*	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
<b>SALES</b>				
Purchase Thank You*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
In-Market Customers (Incorporates local Dealer or Regional offers)	<input type="checkbox"/>	<input type="checkbox"/>		
<b>MISCELLANEOUS</b>				
State Inspections*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Birthday*	<input type="checkbox"/>	<input type="checkbox"/>		
Anniversary*	<input type="checkbox"/>	<input type="checkbox"/>		
<b>ACCESSORIES</b>				
Accessories Post-Purchase Communication*	<input type="checkbox"/>	<input type="checkbox"/>		
<b>EXTENDED SERVICE PLAN</b>				
Ford/Lincoln Protect After Purchase & Before Expiration	<input type="checkbox"/>	<input type="checkbox"/>		
Ford/Lincoln Protect Renewal	<input type="checkbox"/>	<input type="checkbox"/>		

# SALES COMMUNICATIONS | PAGE 4

- Quarterly One-to-One Customer Private Offer Integration with Dealer provided custom offers and custom copy
- Optional Targeted In-Market Monthly Communication with Dealer provided custom offers or Regional Offers



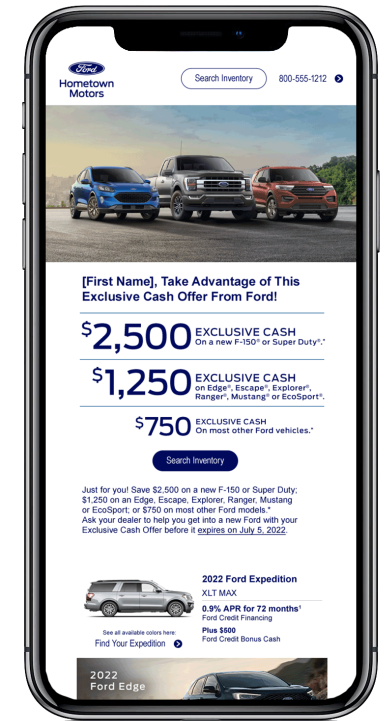
FordDirect  
VINReal Image  
Integration



Dealer Provided  
Custom Offers



'Write Your Own'  
Dealer Copy



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# SERVICE COMMUNICATIONS | PAGE 5

- Targeted Daily Customer Retention Communications
  - Based on:
    - Connected Vehicle Data
    - Mile intervals
    - Repair order history
    - Decline labor op codes
- Inclusion of FordPass and Lincoln Access Rewards points balance and Tiers
- Recall notice if VIN has an open Recall on all maintenance reminders
- Quarterly National Service Event Messaging



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**COMING SOON IN 2023** | PAGE 6

- New digital channels
- Digital first targeting by communication



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## FordDirect DET

- General program questions or requirements
- Enrollment, package change and cancellation
- Billing inquiries

**Contact: 888-614-6244**

## Epsilon PHQ

- Modifications to Dealer profile, communications, offers (i.e., coupons) and/or channel selections
- Portal questions (e.g., where is my Fit List, I cannot download customer lists and how to order a custom campaign)
- Metrics/performance information
- Request access to Dealer Portal

**Contact: 866-777-0389**

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**Thank You**

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