

CSSRETAIL CREATIVE EXAMPLES

Across All Channels

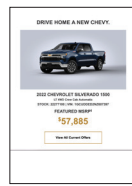
Online Display

Social/Facebook®

Email

Direct Mail

Personal URL



PROGRAM PRICING INCLUDED (OWNERS)

Included in CSSR Elite participation is exclusive access to your owner platform.

Customize your budget across multiple channels towards In-Market Owner advertising.

- **Owner platform & data management included with CSSR Elite Package**
- **Media Spend + \$95 Campaign Set-Up Fee**
- **100% Turn-Key iMR Match Eligible (Sales)**

Includes	CSSRetail Owners	Full CSSRetail (Owners & Conquest)
Dedicated Retail Sales Representative	○	○
Custom Media & Channel Options	○	○
Multiple Campaign Options	○	○
Brand Specific Creative	○	○
In-Market Modeling using PVE	○	○
Reporting Access + Real Attribution Metrics	○	○
OEM 1st Party Data + DMS Integration	○	○
Custom Landing Page (PURL)	○	○
CRM Lead Generation	○	○
Access to Owner Data	○	○
Access to Owner & Conquest Data		○
Onboarding Specialist (Dealer customized offers & disclaimer setting)		○
Dealer Custom Offers w/ Dynamic Inventory Creative		○
Always-On Display Media (~20,000 Impressions Targeting In-Market Owners/Conquest Audience)		○

CSSRETAIL UPGRADE PRICING (+ CONQUEST)

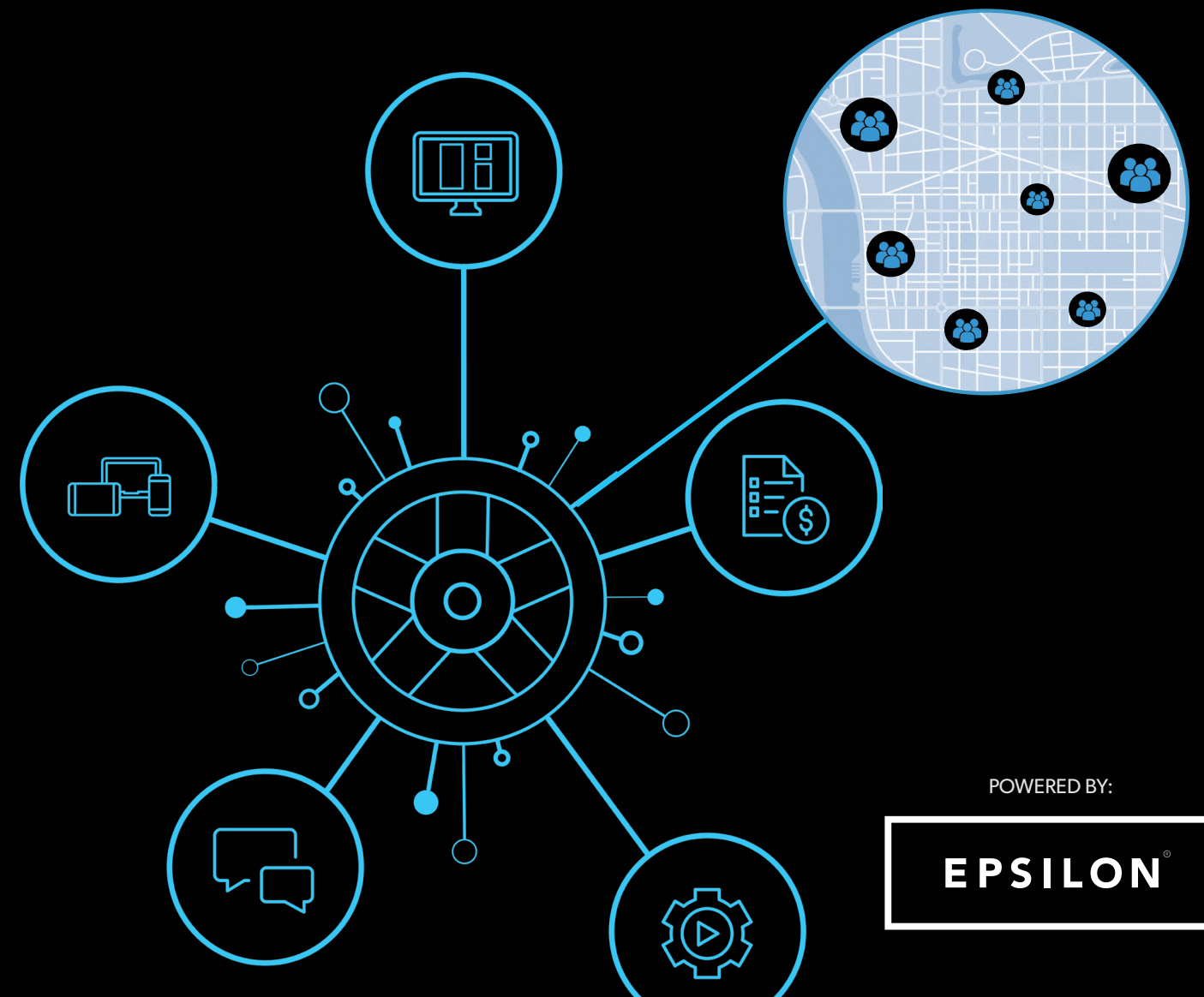
Upgrade your **CSSRetail** experience, and you'll have exclusive insights and conquest opportunities to help your retail marketing reach maximum effectiveness. Plus, customize inventory payment offers designed to entice customers with the best pricing on in-stock inventory.

- **Owner & Conquest Platform & Data Management**
- **Media Spend + \$0 Campaign Set-Up Fee**
- **100% Turn-Key iMR Match Eligible (Sales)**
- **One-Time set-Up Fee \$375**
- **Monthly Data Management and Access Fee \$1,499**



CSSRETAIL

Never Miss An Opportunity,
Reach Your In-Market Shoppers



POWERED BY:

EPSILON



To learn more about CSSRetail, please contact program headquarters
Phone: (800) 292-9220 • Email: CSSRetailSupport@Epsilon.com

What is CSSRETAIL?

Epsilon's brand-new digitally driven, omni-channel sales platform.

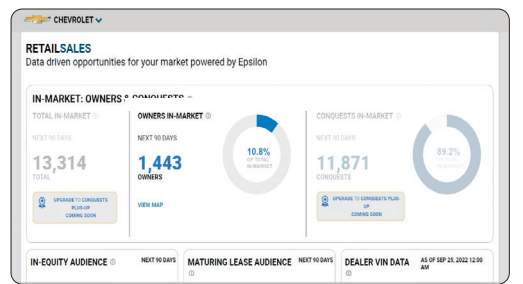
WHAT DOES CSSRETAIL ALLOW YOU TO DO?

- Stay in front of in-market consumers with "Always On" campaigns.
- Understand your owner opportunities with new insights.
- Deliver customized, personalized, multi-channel ad campaigns at the click of a button.
- Eliminate wasted spend by advertising to the most in-market shoppers, when and on what channel with the vehicles you have in stock that day.

DRIVEN BY INTELLIGENT DATA

At the heart of **CSSRetail** is Epsilon's PVE (Personal Valuation Engine). It connects and tracks consumer's online and offline behavior, transactions, purchase tendencies, life events, vehicle equity positions, and over 7,000 additional attributes on each individual consumer. Epsilon has intelligence on over 250 million consumers and all of their devices.

Epsilon then applies A.I. (machine learning and analytic modeling) to identify the most in-market consumers in your dealerships PMA. These customers are now accessible and reachable through your **CSSRetail** marketing platform. Now you are empowered to know your customers and activate ad campaigns to those customers whenever you want. It's that simple. And that powerful.



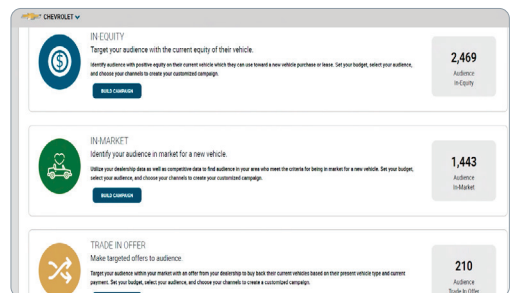
ELIMINATE WASTED SPENDING

Owner Audience Targeting

Utilizing the power of Epsilon's PVE + your DMS data, you now have the power to target consumers with a hyper-personalized retail campaign through **any channel**. Epsilon automatically scrubs your owner database so that you can focus your ad dollars on getting consumers through your doors

INVENTORY SPECIFIC CAMPAIGNS

Marketing only in-stock vehicles keeps your inventory at the forefront of all your campaigns. With **CSSRetail**, every channel is personalized and dynamic from your inventory. Select from a variety of data driven creative options to help get in front of your customers with relevant messaging.

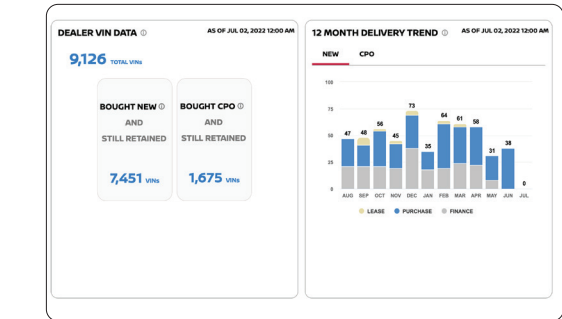


INSIGHTS

Unmatched data and exclusive insights allows you to target in-market Owners & Conquests. You need to advertise with intention.

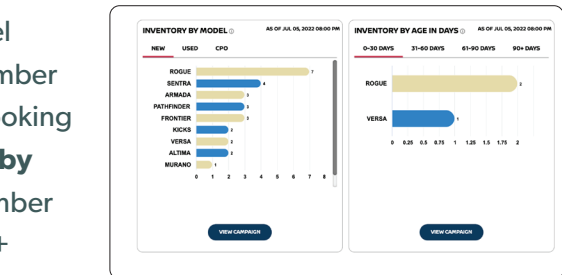
Dealer VIN Data • 12-month Delivery Trend

Get a detailed snapshot of your annual delivery records. Your Dealer VIN data gives you a comprehensive look at retail sales history. Easily identify and summarize lease, purchase and finance trends from your new, CPO, and used consumers. This will help you establish an insight-based marketing plan.



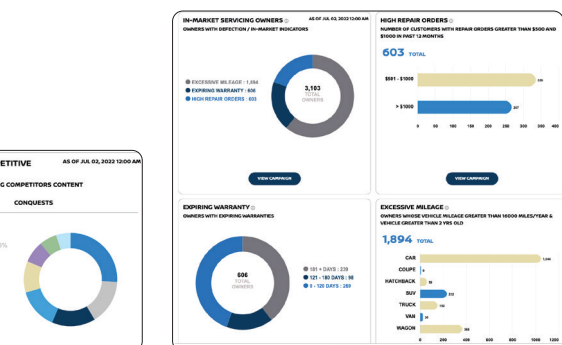
Inventory

Inventory by model represents the number of vehicles by model available. The following insights provide more detail on the number of owners and/or conquests who are currently in-market and looking for a particular model, which is in-market by model. **Inventory by age in days** represents the number of vehicles by model in number of days they have been on the lot in 0-30, 31-60, 61-90 and 90+ increments.



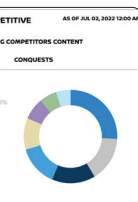
After-sales

Don't miss a service lane retail opportunity. Consumers with high repair orders, expiring warranties or excessive mileage on their current vehicles are some of the most valuable owners to target. When an after-sales consumer starts to show in-market indicators, **CSSRetail** will allow you to target these high-propensity customers with retail messages, complete with personalized offers and incentives that they qualify for.



Online Browsing

Your **CSSRetail** browsing insights highlights competing OEMs in your market. Reach Owners & Conquests throughout their online shopping journeys.



REAL TIME REPORTS

Attribution metrics will continue to update throughout the duration of the campaign.

- Cost Per Sale
- Unique Customers
- Leads Generated
- Vehicles Sold
- Campaign Spend
- Conversion Rate
- ROI

