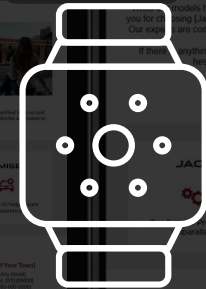
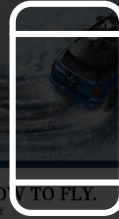
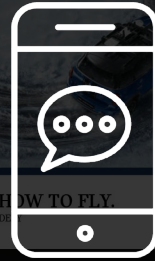


The average person
receives thousands of
messages over 10+
devices every day



The average dealership manages 7+ vendor relationships

DIRECT MAIL • EMAIL • DISPLAY • VIDEO • SOCIAL • SEO • SEM



A SINGLE MARKETING SOLUTION THAT DRIVES A PERSONALIZED SHOPPING EXPERIENCE

Epsilon brings our aftersales expertise to the front-end of your dealership to create a seamless marketing solution.

- ✓ In-Market
- ✓ In-Equity
- ✓ Trade-In Offer
- ✓ Service to Sales
- ✓ Lease Maturity
- ✓ CPO & Used



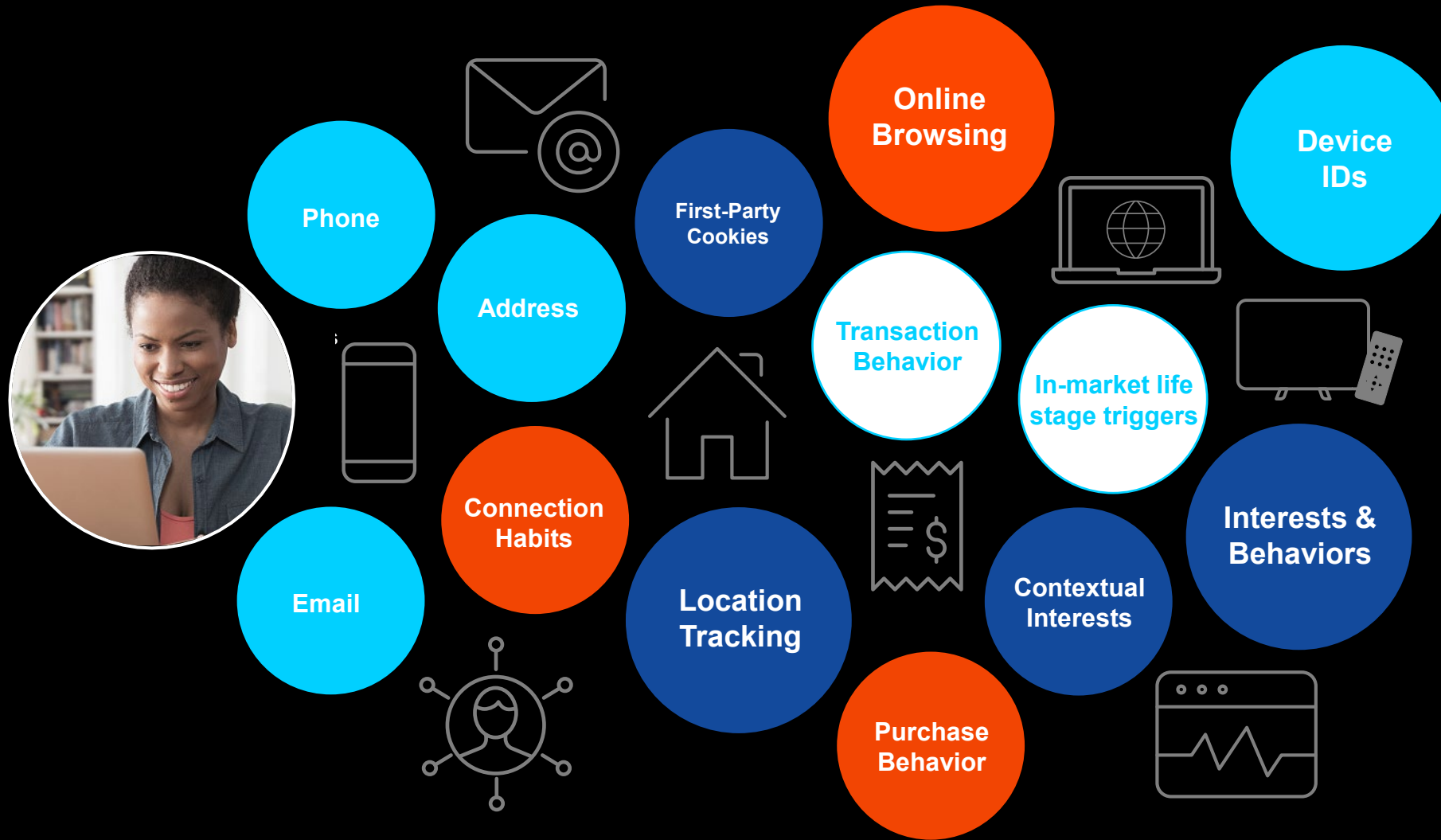
**TARGET
RETAIL**



**SERVICE &
LOYALTY**

EPSILON®

HOW WE'RE DIFFERENT – INTELLIGENT DATA



**Defining the who,
where & how to
connect with
in-market shoppers**

**Marketing on the
right device, at
the right time,
with the right
message**

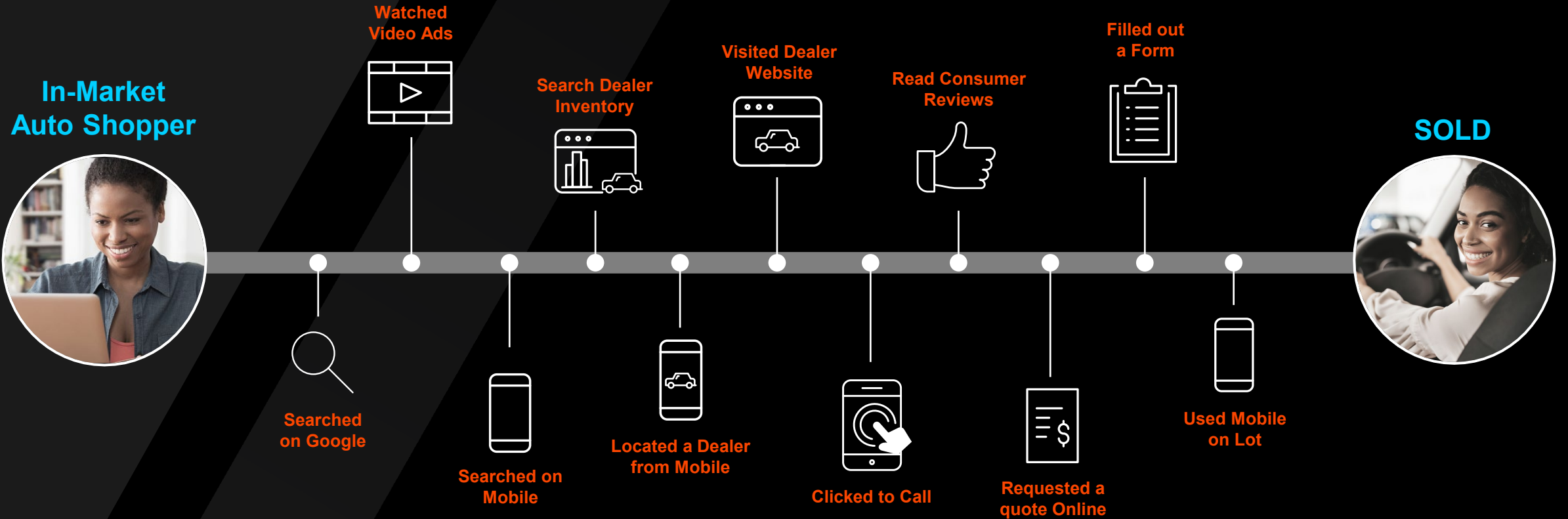
We KNOW Consumers

EPSILON®

OPTIMIZING THE SHOPPING EXPERIENCE ACROSS ALL DEVICES

Intelligent Data + Inventory-Driven Offers

Personalized Digital Experience



TOTAL SOLUTION

Robust Data Set with AI & Machine Learning

OEM Data

Financial Data

Individual Data

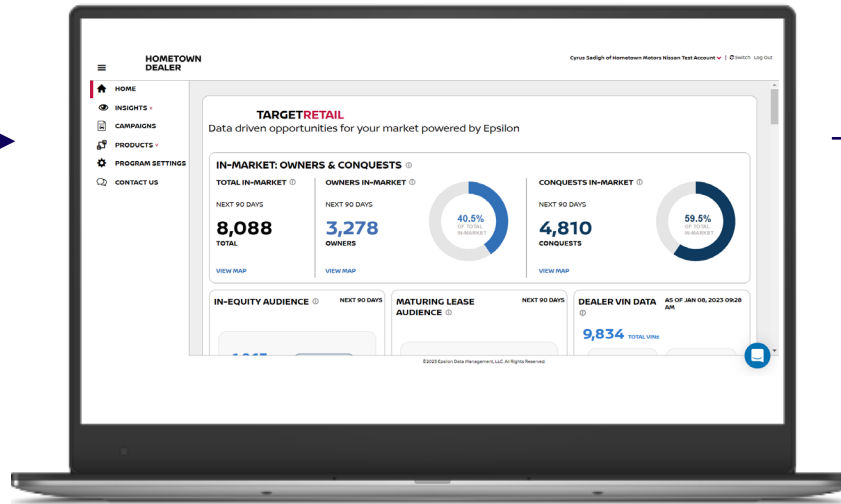
Demographic Data

Transactional Data

Engagement Data

Mobile & Device Data

Single Sign-On Portal w/ Self-Serve Campaign Builder



Intelligent Marketing



Online Display
Geo-Targeting
Social
Email
Direct Mail
pURL

Key Reporting & Measurements



EPSILON®

KEY BENEFITS FOR RETAIL SUCCESS



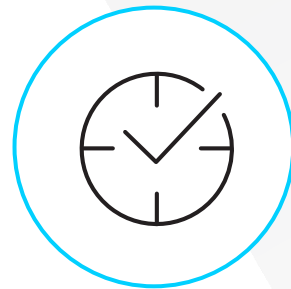
Intelligent Data

Proprietary, Real-Time
Data Build



In-Market Opportunities

Defined and purposeful



Always On

Capabilities that include
set it and forget it



Inventory-Driven Offers

Offers based on
in-stock availability



Consumer Journey

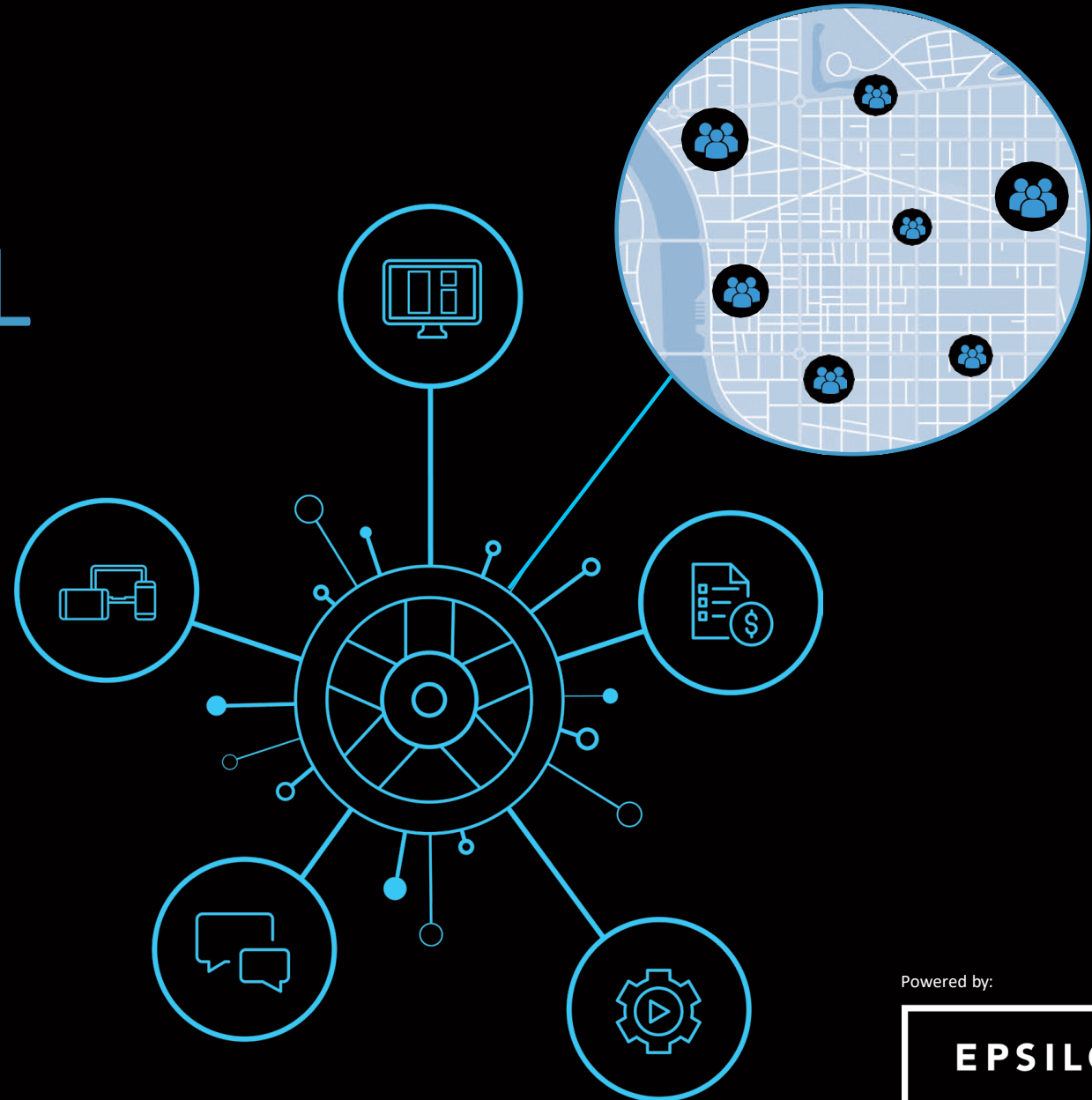
Studies the journey from
consideration to sale



- DEALERFOCUSED
- GMSUPPORTED
- RESULTSDEFINED
- DATADRIVEN



CSSRETAIL



Powered by:

EPSILON[®]

CSSR 3.0 VS 4.0

A CHOICE OF PACKAGES



4.0 Elite

- ✓ Full Media Optimizer
- ✓ Full-Service Cadence with All Touchpoints
- ✓ Full Digital Package
- ✓ Enhanced Machine Learning
- ✓ Service Archetypes
- ✓ Sales Touch Dealer Pricing
- ✓ Dealer Choice Service Creative
- ✓ Trade-In and Pre-Qual Messaging in Sales Touch
- ✓ CSSRetail Owner platform (Conquest Data is Plus-up)



4.0 Enhanced

- ✓ Media Optimizer (most touchpoints)
- ✓ E-mail First Select Service Touchpoints
- ✓ Full Digital Package
- ✓ Enhanced Machine Learning
- ✓ Service Archetypes
- ✓ Sales Touch Dealer Pricing
- ✓ Dealer Choice Service Creative



4.0 Essential

- ✓ E-mail First Approach
- ✓ Four Fewer Included Touchpoints
- ✓ Full Digital Package
- ✓ Enhanced Machine Learning
- ✓ Service Archetypes
- ✓ Sales Touch Dealer Pricing

CSSRetail DASHBOARD

Data-driven opportunities

In-Market

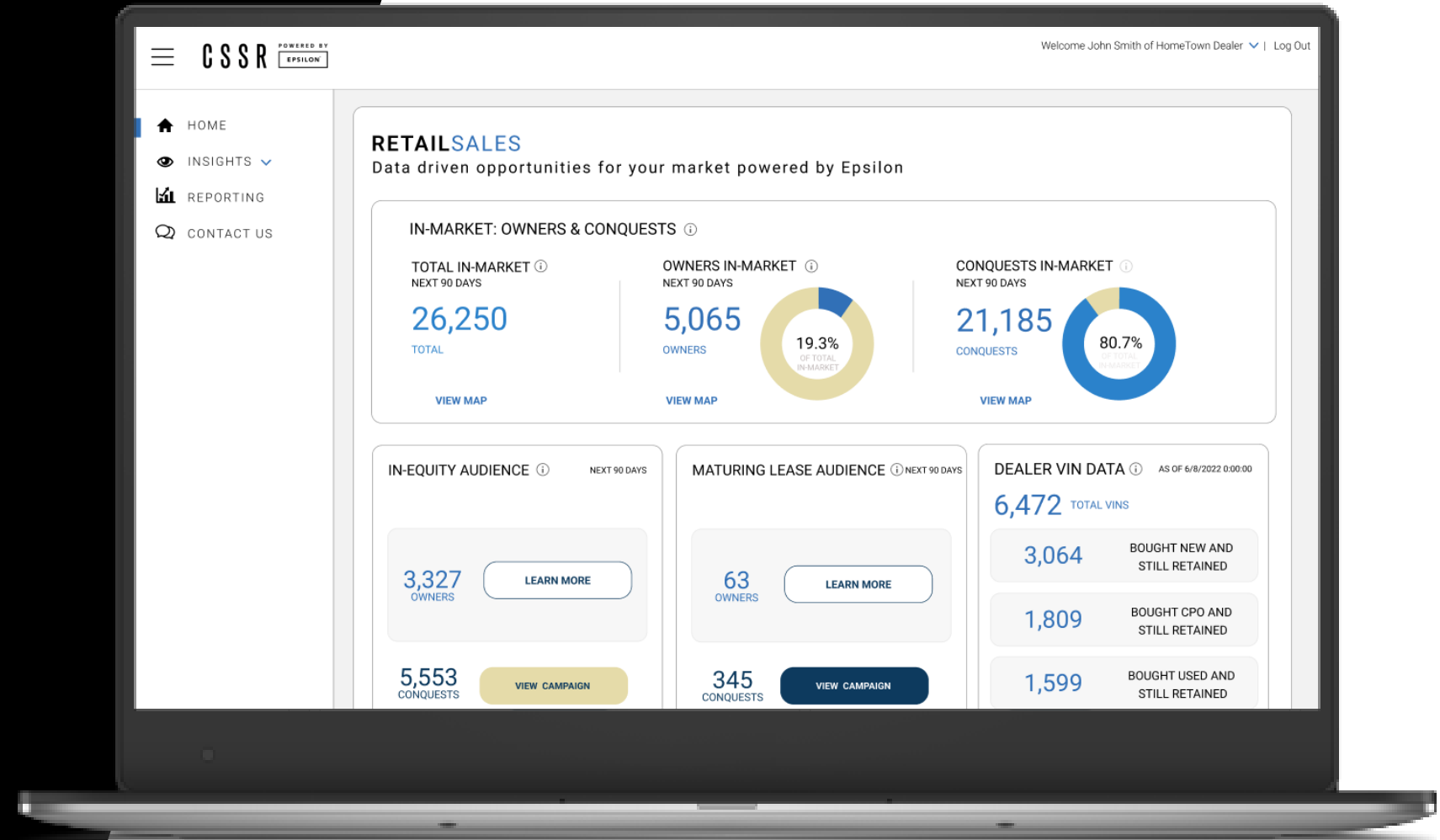
Owners | Conquest

In-Equity

Maturing Lease

Service to Sales

Dealer Sales Data

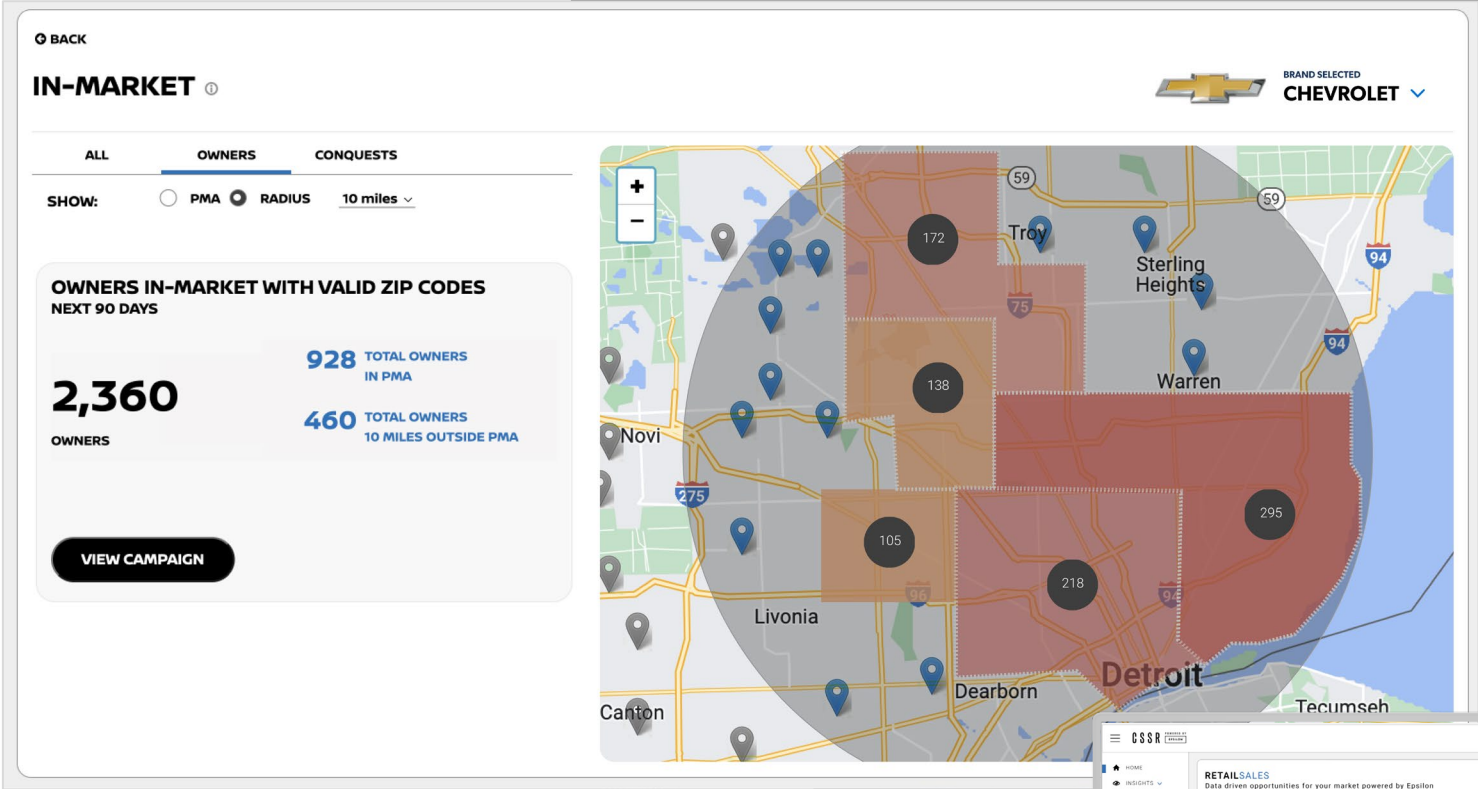


CSSRetail DASHBOARD

Understand your Market Area

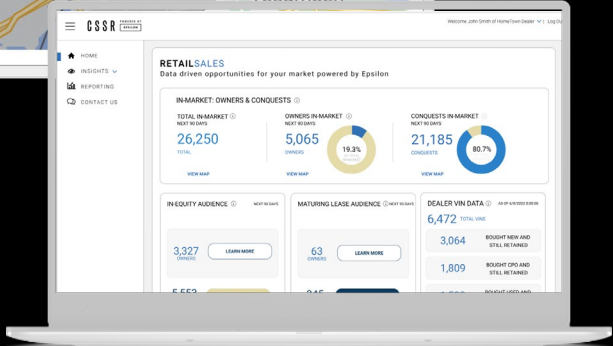
In-Market

Owners | Conquest



Know where your
customers are coming from

Know customers you're
missing within your PMA



CSSRetail

KEY INSIGHTS

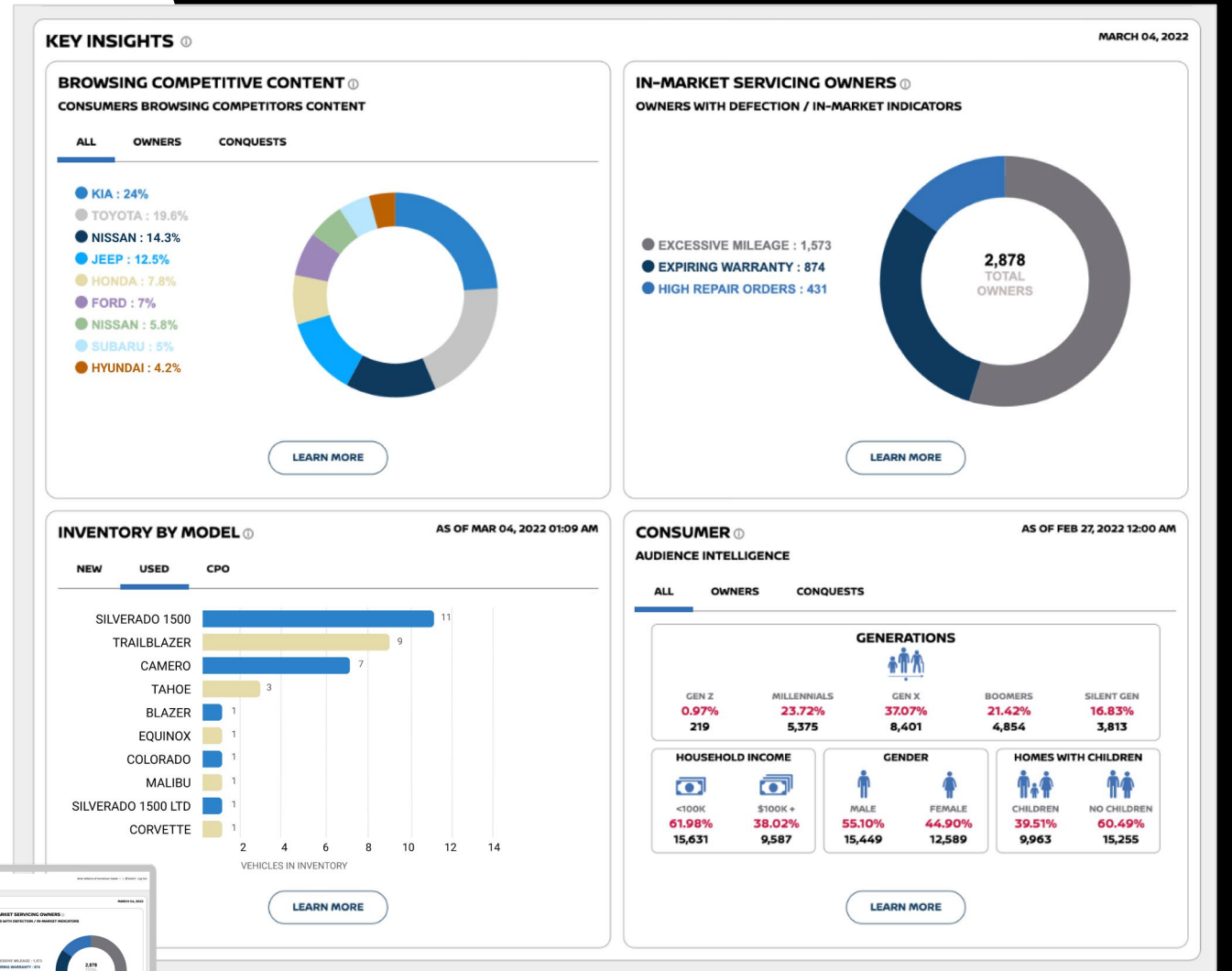
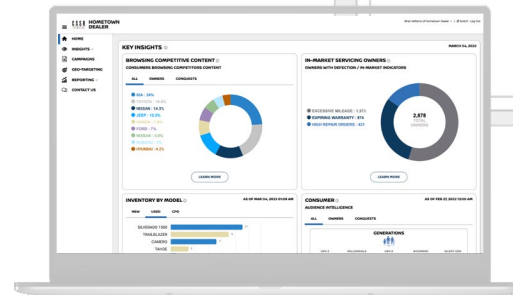
Understand Your In-Market Opportunities

Online browsing activity

Defector possibilities

Inventory availability

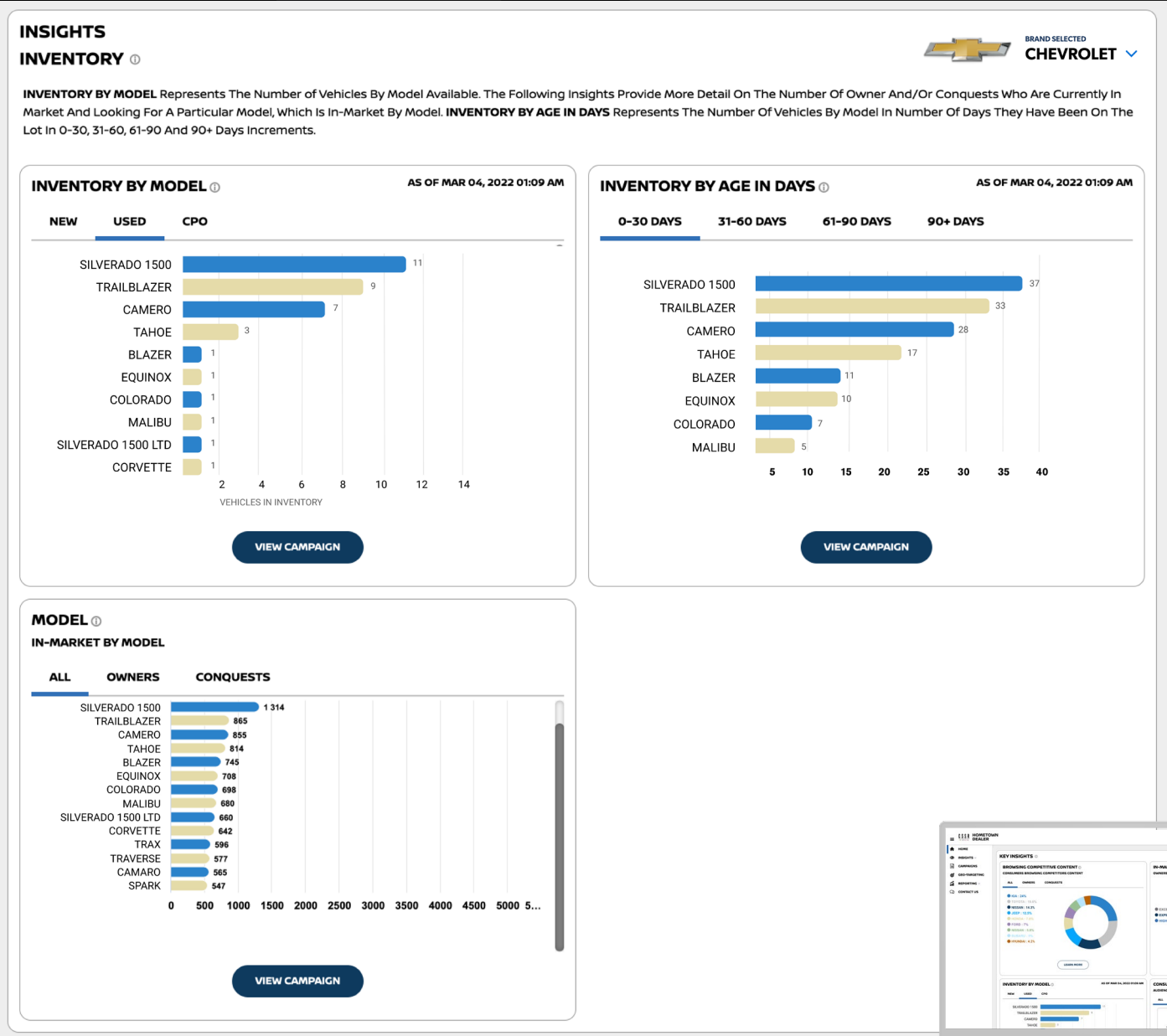
Audience intelligence



CSSRetail

INVENTORY INSIGHTS

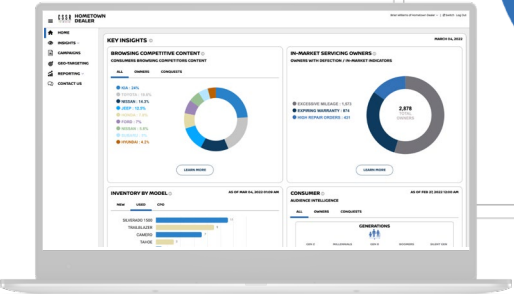
Match your Inventory Availability with Customers' Desire.



CSSRETAIL

AFTERSALES INSIGHTS

Identify Sales Opportunities from Real-Time Service Factors.

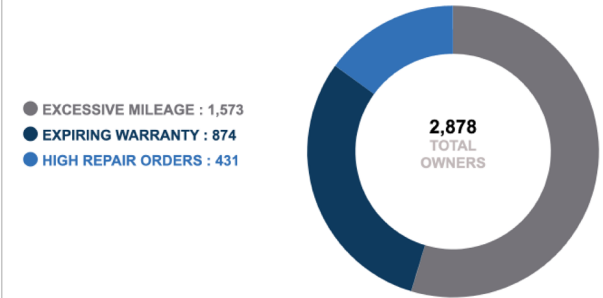


INSIGHTS AFTERSALES

MARCH 04, 2022

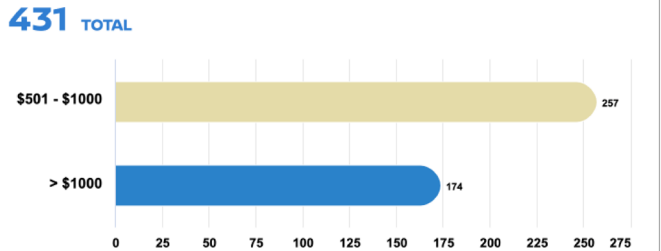
In-Market Servicing Owner represents the number of owners with high defection/in-market indicators. These can be broken down further with the High Repair Orders, which is the number of customers with high repair orders greater than \$500 or \$1000 in the past 12 months. Expiring Warranty represents owners with expiring warranties and Excessive Mileage represents owners whose vehicles that have greater than 16,000 miles/year and vehicles greater than 2 years old.

IN-MARKET SERVICING OWNERS OWNERS WITH DEFECTION / IN-MARKET INDICATORS



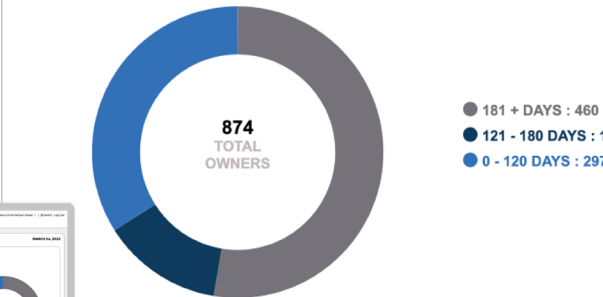
VIEW CAMPAIGN

HIGH REPAIR ORDERS NUMBER OF CUSTOMERS WITH REPAIR ORDERS GREATER THAN \$500 AND \$1000 IN PAST 12 MONTHS



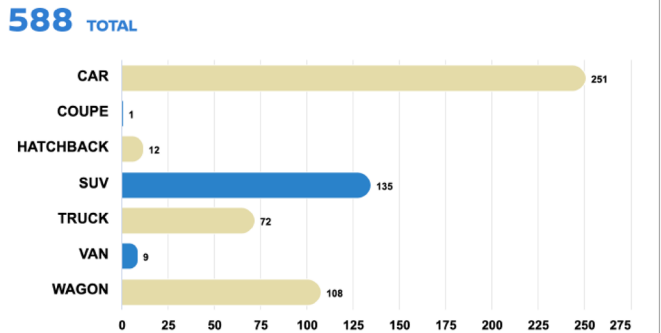
VIEW CAMPAIGN

EXPIRING WARRANTY OWNERS WITH EXPIRING WARRANTIES



VIEW CAMPAIGN

EXCESSIVE MILEAGE OWNERS WHOSE VEHICLE MILEAGE GREATER THAN 16000 MILES/YEAR & VEHICLE GREATER THAN 2 YRS OLD

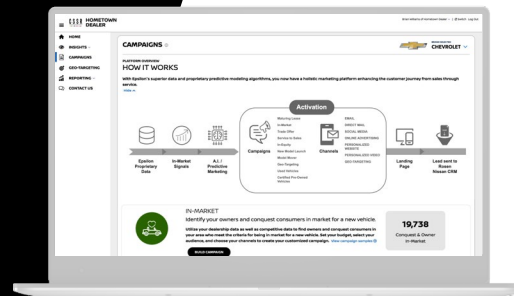


VIEW CAMPAIGN

CSSRetail

PRE-BUILT CAMPAIGNS

With superior data & proprietary, predictive modeling – personalize the shopping journey – all starting online.



CAMPAIGNS

PLATFORM OVERVIEW

HOW IT WORKS

With Epsilon's superior data and proprietary predictive modeling algorithms, you now have a holistic marketing platform enhancing the customer journey from sales through service.

CHANNEL IMPRESSIONS

Opportunities for potential in-market audience reach across marketing channels mix in the next 30 days.

	DIRECT MAIL	EMAIL	SOCIAL	TOTAL IMPRESSIONS
IMPRESSIONS	1	1	5	
REACH	100%	80%	60%	
OWNERS	2,284	1,827	6,852	10,963
REACH	100%	60%	60%	
CONQUESTS	7,991	4,795	23,973	83,107
				10,963 IMPRESSIONS

AVAILABLE CAMPAIGNS

Select a campaign that best suits your needs... lorem ipsum aptent tasci sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Cursabitur ac justo dignissim metus pharetra condimentum. Quisque laoreet tristique lectus.



IN-MARKET

Identify your owners and conquest consumers in market for a new vehicle.

Utilize your dealership data as well as competitive data to find owners and conquest consumers in your area who meet the criteria for being in market for a new vehicle. Set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

19,738

Conquest & Owner
In-Market



IN-EQUITY

Target your owners and conquest consumers with the current equity of their vehicle.

Identify owners and potential owners with positive equity on their current vehicle which they can use toward a new vehicle purchase or lease. Set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

8,846

Conquest & Owner
In-Equity



TRADE IN OFFER

Make targeted offers to owners and conquests.

Target your owners and conquest consumers within your market with an offer from your dealership to buy back their current vehicles based on their present vehicle type and current payment. Set your budget, select your audience, and choose your channels to create a customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

5,128

Conquest & Owner
Trade In Offer



SERVICE TO SALES

Identify consumers in your AOR with vehicles that are due for service.

This program identifies consumers likely due for service. Triggers include, expired warranties, excessive miles, vehicle age, time since last visit or previously declined service. With this campaign, you can set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

1,013

Conquest & Owner
Service to Sales



MATURING LEASE

Target your current owner and conquest consumers with expiring leases.

Contact NMAC captive finance owner-lessees, independent contract owner-lessees and competitive-make lessees near the end of their leases. Set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

403

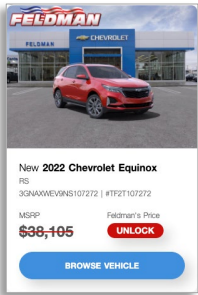
Conquest & Owner
Maturing Lease

EPSILON

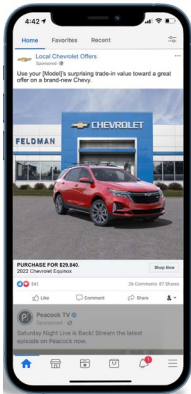
CSSRetail

PERSONALIZED DIGITAL MARKETING ACROSS THE SHOPPER'S JOURNEY

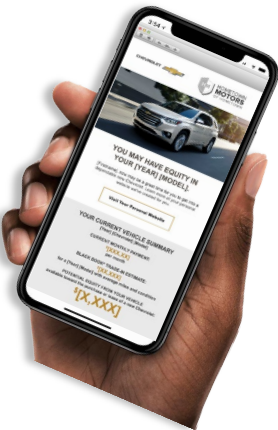
Always On Display



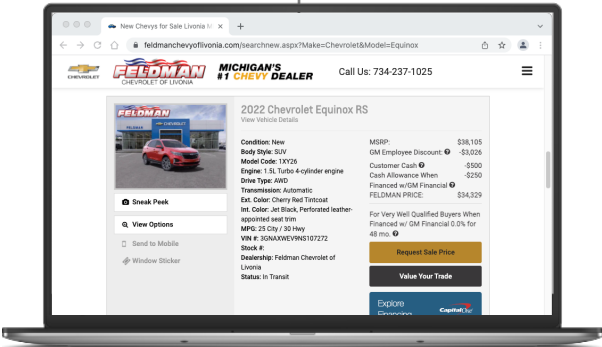
Social



Email



Direct Mail



pURL

Customers Are Encouraged to Submit a Lead Form
All Leads Delivered Instantly to Dealer's CRM

KEY BENEFITS FOR RETAIL SUCCESS



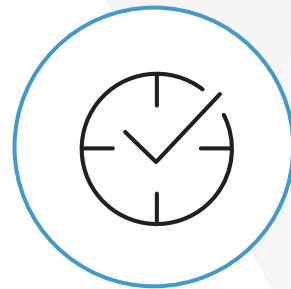
Intelligent Data

Proprietary, real-time
data build



In-Market Opportunities

Defined and purposeful



Always On

Capabilities that include
set it and forget it



Inventory-Spun Offers

Offers based on
vehicle availability



Consumer Journey

Studies the journey from
consideration to sale

