

# 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

**31.2%**  
Response  
Rate

**66%**  
Repeat  
Visits

INACTIVE average  
1-year RO value

**\$981**

## Acquire Conquest Owners

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

**11.2%**  
Response  
Rate

**33%**  
Repeat  
Visits

CONQUEST average  
1-year RO value

**\$1,180**

# Click-Enticing Email Design

99.65%

HX Email  
Delivery Rate

20.20%

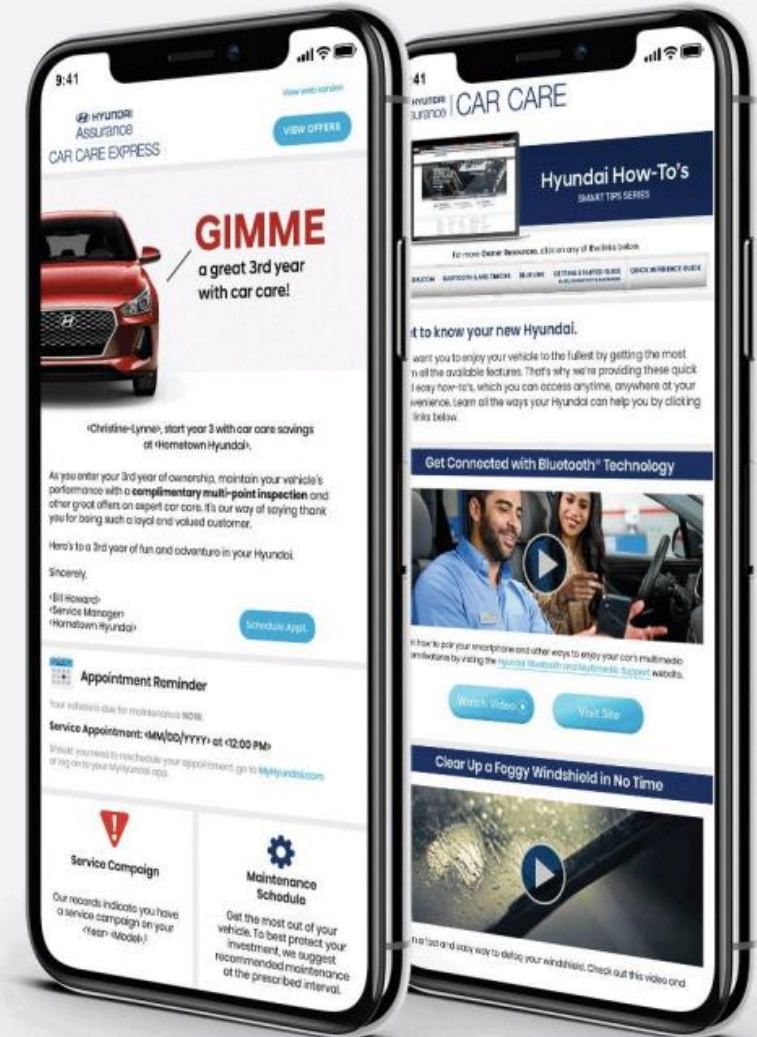
Unique  
Clickers

20.20%

Recipients  
Return for  
Service

23.95%

MVHR Email  
Unique  
Clickers







**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.



Enjoy expert service and savings today.

Schedule Service

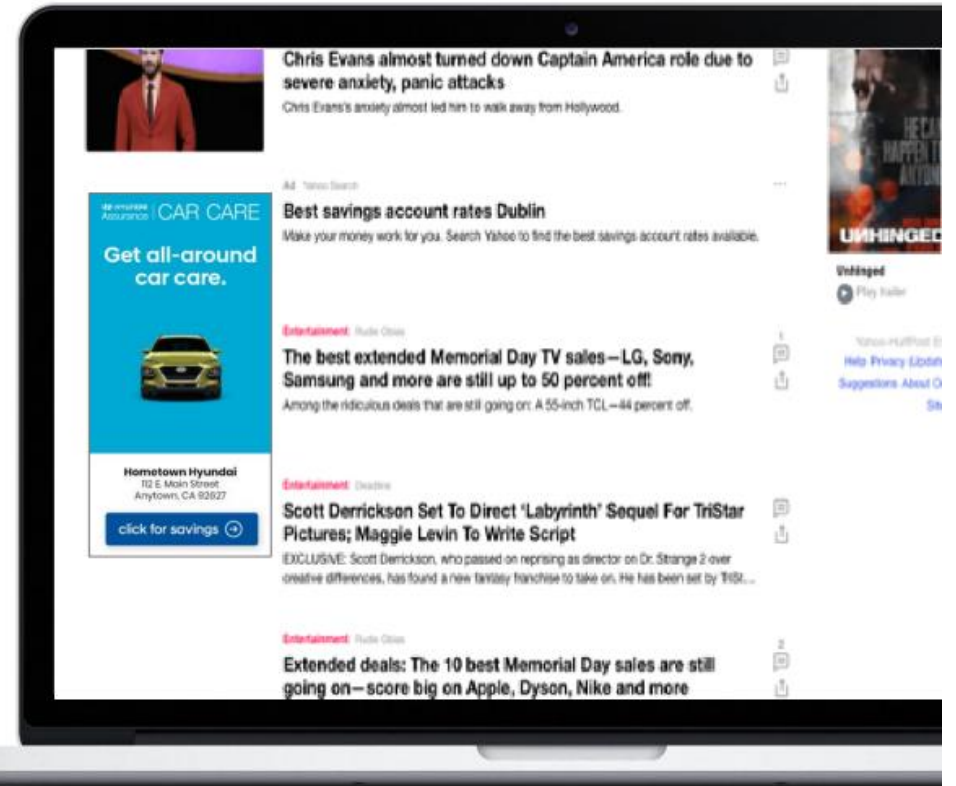
HYUNDAI  
Assurance  
CAR CARE

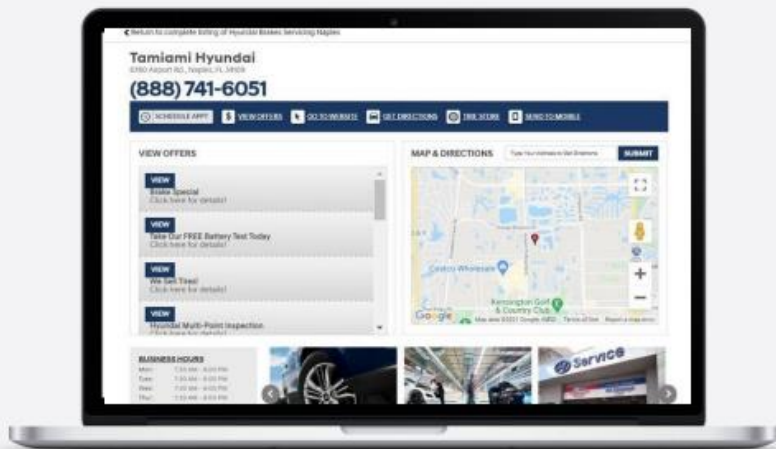


Convenient service from factory-trained technicians

SCHEDULE SERVICE →

# 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.



SEM  
(Paid Search)



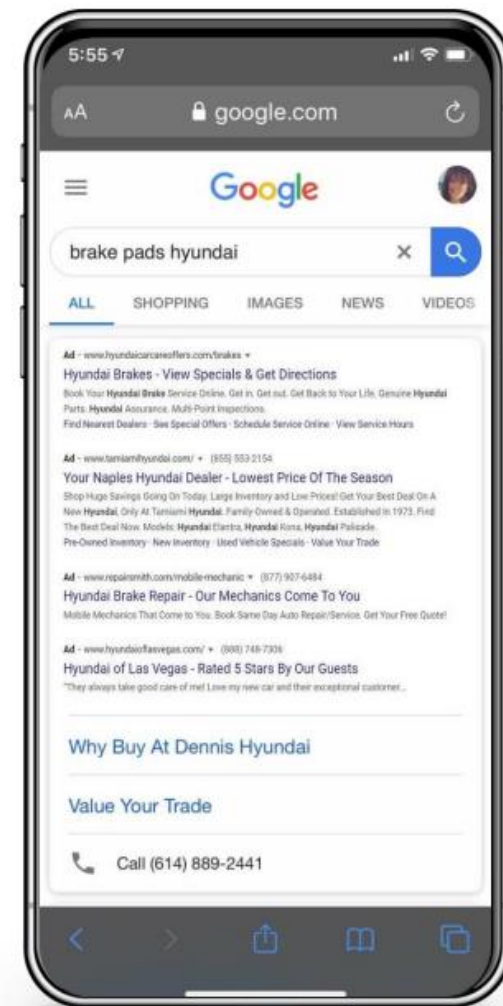
Custom Dealer  
Profile Page



Up-to-Date  
Reporting

# 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.



# WE HELP DEALERS DRIVE REVENUE AND ALIGN ACTIVITIES WITH MARKETING CALENDAR AND TIER 2 AND METRO MAIL

- 90-Day marketing calendar published monthly
- HX Portal: OnDemand 180+ Direct Mail & Email templates
  - Always on (everyday campaigns)
  - Parts and Accessories
  - Wholesale
  - Seasonal/Holiday
- Tier 2 Campaigns: scheduled gang runs
  - National promotions
  - Seasonal Retention and Conquest
  - Recall campaigns
  - Metro Market Promotions





# GET ALL-AROUND CAR CARE.



Enjoy expert service  
and savings today.

[Schedule Service](#)

 HYUNDAI  
Assurance  
CAR CARE