



TARGETED LIFECYCLE  COMMUNICATIONS



EPSILON<sup>®</sup>

Automotive

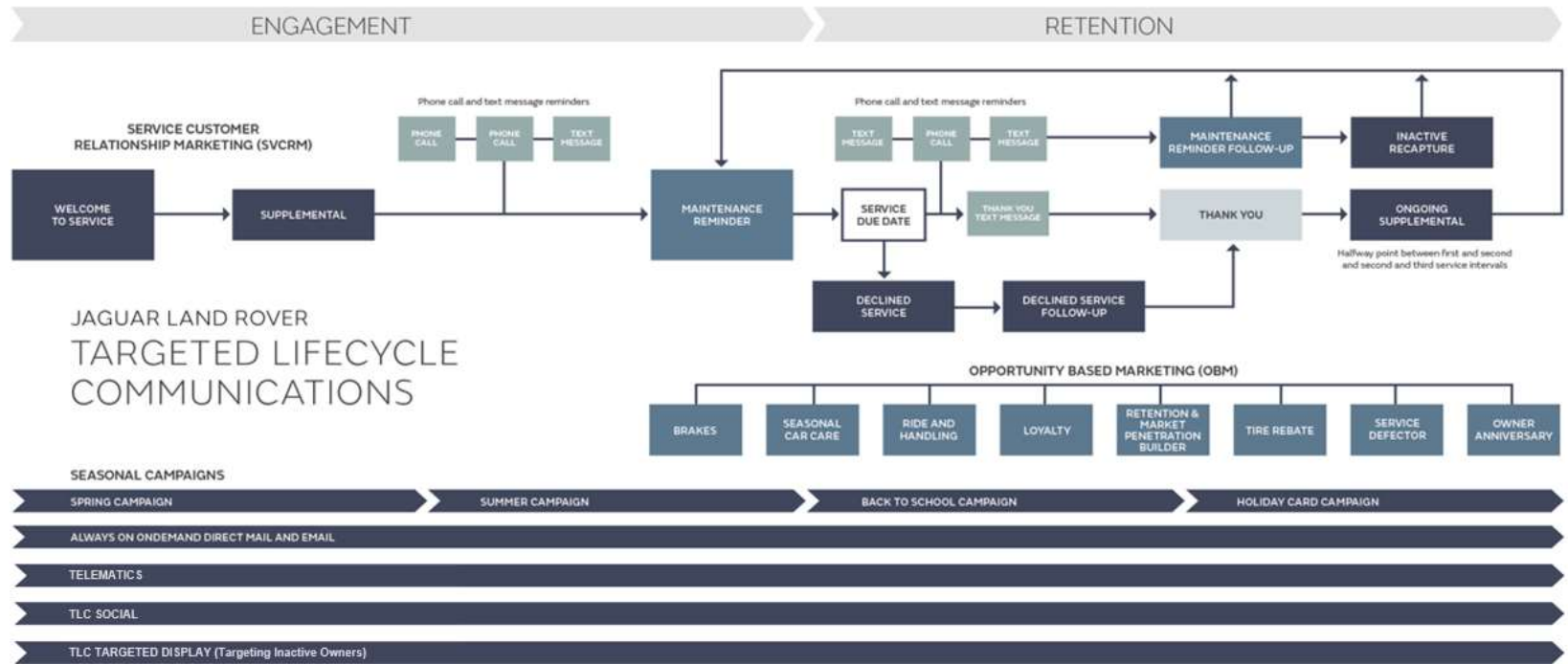
One comprehensive program providing highly targeted communications throughout the entire ownership lifecycle.

SERVICE CRM + OPPORTUNITY BASED MARKETING + SEASONALS + ONDEMAND DIRECT MAIL & EMAIL + SOCIAL + DISPLAY

### Digital Channels

- **TLC Social** targets customers on Facebook and Instagram integrating with Service CRM and OBM.
- **TLC Targeted Display** targets select inactive owners monthly.

Creative slated to be updated in 2023 to align with JLR's "Modern Luxury" theme.



# TARGETED LIFECYCLE COMMUNICATIONS

## SERVICE CRM

Leveraging Retailer DMS data, this program targets owners based on their actual service activity and factory recommended service intervals. With focus on **maximizing service revenue**, owners are targeted at key points through the ownership lifecycle, with timely and relevant communications.

### Communications

- 16 touch-points reaching customers at every stage of their ownership lifecycle
- Multi-Channel: Direct Mail, Email, TXT, Phone and Social Media Ads
- Access to all program details and reporting via Retailer Portal



**LAND ROVER SERVICE PROMISE**

Whenever you bring your vehicle to us for service, you'll benefit even more from our expert care. The Land Rover Service Promise offers you a range of benefits to help ensure unparalleled quality, convenience and transparency. It's not only designed to provide you and your vehicle the very best care - it's also focused on you and your time.

ONLINE BOOKING  
 TRANSPARENT COSTS  
 LAND ROVER CERTIFIED TECHNICIANS  
 WARRANTY

**SCHEDULE MAINTENANCE BEFORE YOUR NEXT ADVENTURE**

Dear [Name],

Our records indicate that your Land Rover (Model) is due for the following recommended service:

**[Service]**

In addition to performing the recommended service, our expert technicians will complete a visual inspection of your vehicle - just one of the many advantages of the Land Rover Service Promise. If additional service is needed, we invite you to see the additional service offers.

Call us at 800-999-0000 or visit [landroverservice.com](http://landroverservice.com) to schedule an appointment.

**DEALER CHOICE COUPON OFFER**

**\$XXX.XX OFF**

Must visit your nearest participating Land Rover contact center. Offer valid through 12/31/2023. See dealer for details.

**DEALER CHOICE COUPON OFFER**

**\$XXX.XX OFF**

Must visit your nearest participating Land Rover contact center. Offer valid through 12/31/2023. See dealer for details.

**THE LAND ROVER DEFENDER RETURNS**

After a 10-year hiatus, the Land Rover Defender returns to the United States. It's back, and it's better than ever. The new Defender is a true off-road adventurer, built to take you to the next level of your adventures.

**12345 Any Street**  
 New Town, USA 12345  
 Service Hours: 10:00 am - 6:00 pm  
 Phone: 800-999-0000  
[landroverservice.com](http://landroverservice.com)

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**KEEP THE ADVENTURE LAND ROVER SERVICE**

**JAGUAR SERVICE PROMISE**

Whenever you bring your vehicle to us for service, you'll benefit even more from our expert care. The Jaguar Service Promise offers you a range of benefits to help ensure unparalleled quality, convenience and transparency. It's not only designed to provide you and your vehicle the very best care - it's also focused on you and your time.

ONLINE BOOKING  
 TRANSPARENT COSTS  
 JAGUAR CERTIFIED TECHNICIANS  
 WARRANTY

**SCHEDULE MAINTENANCE BEFORE YOUR NEXT JOURNEY**

Dear [Name],

Our records indicate that your Jaguar (Model) is due for the following recommended service:

**[Service]**

In addition to performing the recommended service, our expert technicians will complete a visual inspection of your vehicle - just one of the many advantages of the Jaguar Service Promise. If additional service is needed, we invite you to see the additional service offers.

Call us at 800-999-0000 or visit [jaguarowners.com](http://jaguarowners.com) to schedule an appointment.

**DEALER CHOICE COUPON OFFER**

**\$XXX.XX OFF**

Must visit your nearest participating Jaguar contact center. Offer valid through 12/31/2023. See dealer for details.

**DEALER CHOICE COUPON OFFER**

**\$XXX.XX OFF**

Must visit your nearest participating Jaguar contact center. Offer valid through 12/31/2023. See dealer for details.

**THE FIRST JAGUAR XJ LUXURY SEDAN**

After a 10-year hiatus, the Jaguar XJ luxury sedan returns to the United States. It's back, and it's better than ever. The new XJ is a true luxury sedan, built to take you to the next level of your adventures.

**12345 Any Street**  
 New Town, USA 12345  
 Service Hours: 10:00 am - 6:00 pm  
 Phone: 800-999-0000  
[jaguarowners.com](http://jaguarowners.com)

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**SCHEDULE YOUR COMPLIMENTARY MAINTENANCE TODAY**

## OPPORTUNITY BASED MARKETING (OBM)

An analytically driven program focused on **maximizing repair revenue**, proactively identifying specific opportunities and providing targeted communications.

### Audience

Advanced analytics and predictive models are used to identify customers who are most likely to respond to campaigns featuring targeted service offers that meet their specific needs

### Communications

- Features eight multi-channel campaigns focused on separate repair needs
- Tire Rebate campaigns include Dealer Tire supported offers





# ONDEMAND DIRECT MAIL & EMAIL

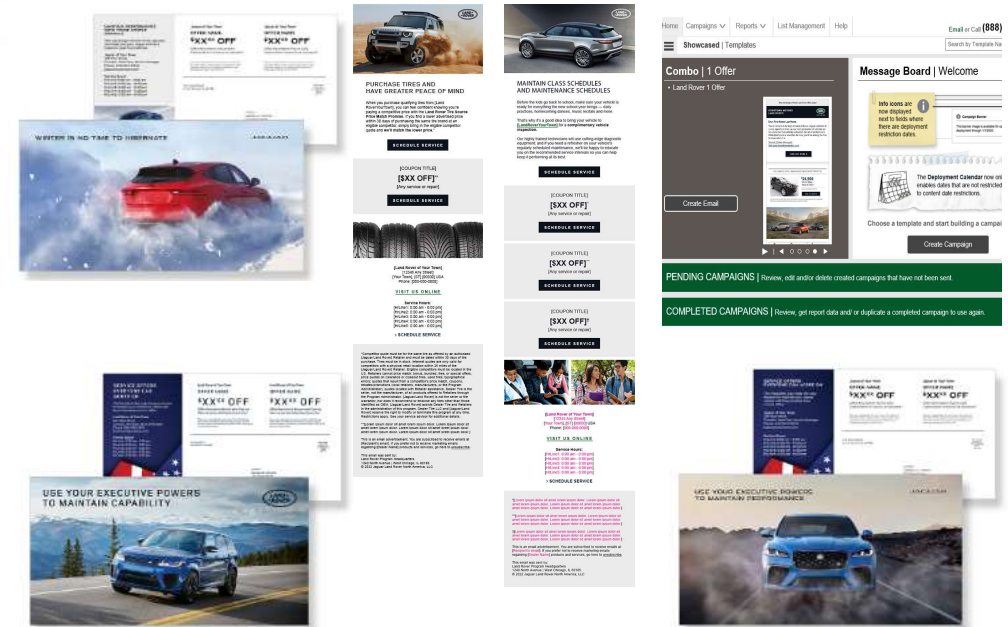
Campaigns and tools designed to augment core programs and drive supplemental traffic and business.

## Email Features

- Timing flexibility
- Message board to showcase what's new, important updates, and more
- Multiple template options (Service and Sales) or fully customize your own
- Platform linked directly to retailer DMS data
- Ability to upload custom lists
- Ongoing email address appends
- Supported with campaign performance reporting and history

## Direct Mail Features

- Timing flexibility
- Customizable and preset templates updated quarterly
- Platform linked directly to retailer DMS data
- Conquest list options available
- Free and easy enrollment with no set-up fees or contracts



**COMING IN 2023 – OPTIONAL SOCIAL PLUS-UP!** Complement your EM and DM campaigns with social media support.



## TLC SOCIAL AND TARGETED DISPLAY

### TLC Social

- Communicate to customers monthly via Facebook and Instagram.
- Integrated with Retailers Service CRM and OBM program, targeting customers on select direct mail and email touchpoints.
- Social ads are served up to **8x** per customer.

### TLC Targeted Display

- 1:1 display impressions delivered to a customer's mobile, tablet and desktop devices.
- Always on, cost efficient channel targeting select Jaguar and Land Rover inactive customers.
- Measures and attributes actual retailer Customer Pay RO's/Revenue.

