



REACH

RELATE

RETAIN

THE JOURNEY TO CUSTOMER LOYALTY AND
INCREASED PROFITABILITY STARTS HERE.

NISSAN  **1:1**
SERVICE MARKETING SUITE

NISSAN 1:1

SERVICE MARKETING SUITE

Introducing a Customer communications program that keeps Customers returning to you for service right from the start of your relationship.

The always-on Nissan 1:1 Service Marketing Suite allows you to engage Customers in every phase of their journey as Nissan Customers.

Contact us today! Call Program Headquarters at (800) 868-4790.



Table of Contents

On the following pages, you'll find detailed information about every aspect of the Nissan 1:1 Service Marketing Suite.

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Program Overview

The Nissan 1:1 Service Program is designed to have communications sent based on the service needs of a Customer within a real-time window of when their vehicle is due. The program consists of three phases – Welcome, Engage and Retain – to proactively prevent Customer defection.

Welcome

- Welcome communications thank Customers for purchasing and reinforces that the Nissan dealer's commitment to them goes well beyond the sale.
- First Service Reminder communications follow Welcome, and are sent prior to a Customer's first service visit and highlight the benefits of always choosing a Nissan dealer for service.

Engage

- Service Reminder communications remind Customers that their Nissan is ready for service.
- Appointment reminders are sent once Customers schedule an appointment and remind them of when their service is scheduled, and are sent three days before the appointment time.
- Thank You for Service communications are sent 5 days after the Customers have come in for service.
- Thank You/Declined Service communications not only thank Customers for their recent service visit, but remind them to come back for the recommended service they declined.

- Declined Service Follow-Up communications will reach Customers in a more timely and intentional strategy and entice them to return to a Nissan dealer.
- Missed/Overdue for Service communications are sent seven days after a missed service interval and suggest they come in for service.

Retain

- Rapid Recapture and Last Chance Recapture communications will identify at-risk Customers and aggressively target them with your service offers.

Additional communications are designed to reach targeted audiences under specific circumstances.

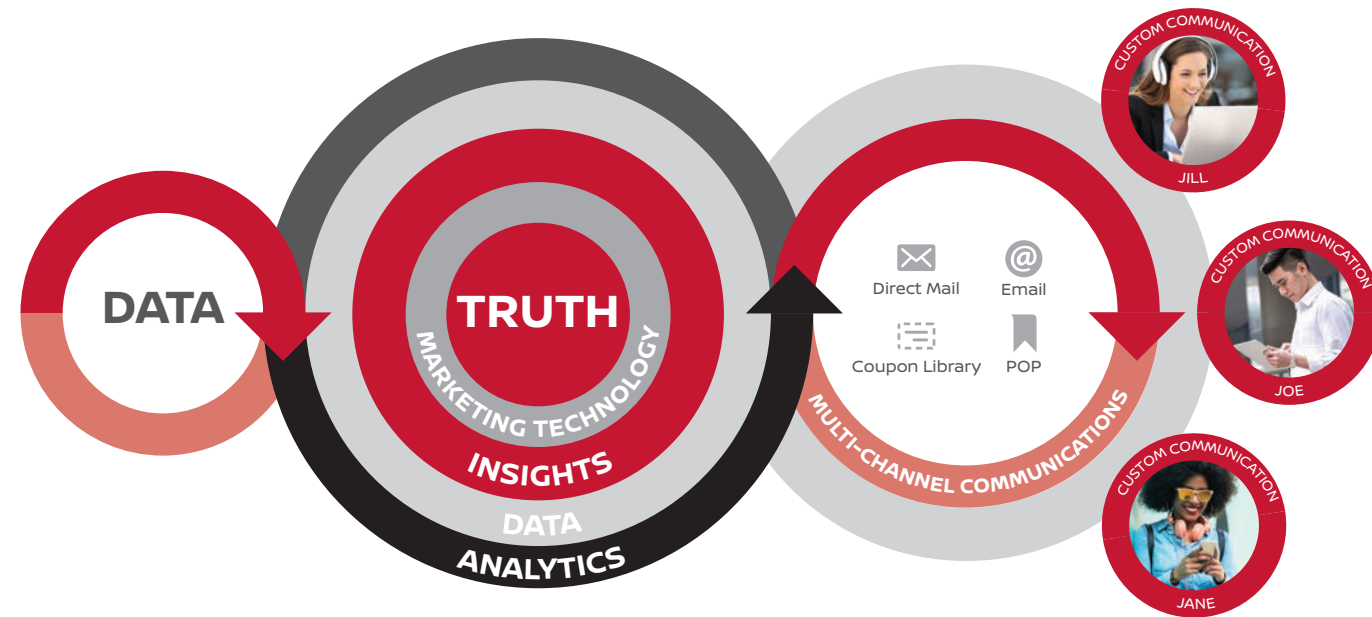
- **Open Campaign/Recall** uses direct mail and email to reach all Customers with an Open Campaign on their vehicle.
- **Targeted Conquest Campaigns (TCC)** use strategy/predictive analytics and an always-on approach to reach Customers only when they are most likely to be in market for higher-cost services and repairs (<8/8+ VINs, Tires, Brakes, Batteries and General Service).

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Program Overview

Channel Optimization

- Email is sent when a valid address is available. Otherwise, direct mail is sent to a physical mailbox.



Email Append Process

Increases email deliverability by matching Customer email addresses against an active database to help ensure we have the Customer's most up-to-date email addresses.

Program Headquarters (PHQ) Engagement

Your dedicated Marketing Service Representatives (MSRs) are here to help:

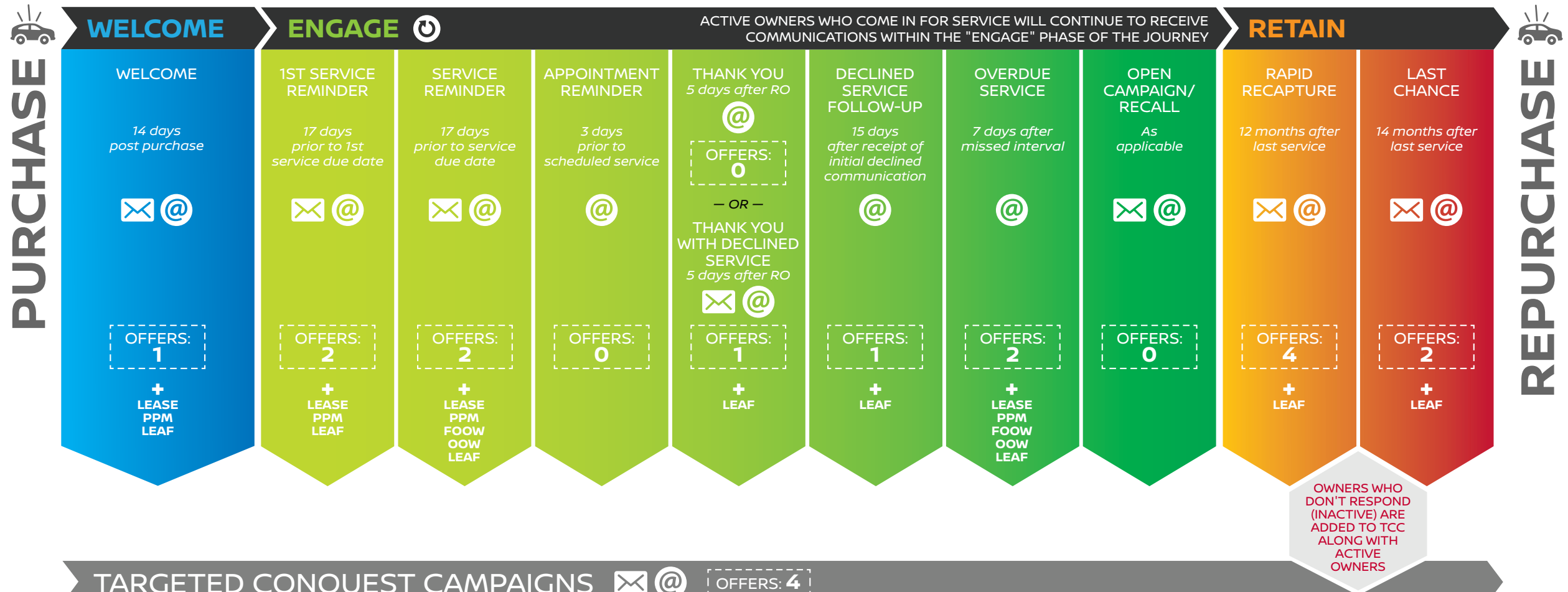
- Guide you through the enrollment process and program activation
- Answer your questions and provide valuable program information
- Analyze program performance and help you build marketing plans
- Make program updates
- Receive and update all program change requests (imprint, coupons and much more)
- Process direct reporting requests
- Perform all check piece and proofing for programs

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NISSAN 1:1 SERVICE MARKETING OWNER JOURNEY

ICON KEY	COMMUNICATION CHANNELS	ADDITIONAL (+) VERSIONS
	Direct Mail	
	Email	
		LEASE Lease
		PPM Prepaid Maintenance
		FOOW Falling Out Of Warranty
		OOW Out Of Warranty
		LEAF LEAF



TARGETED CONQUEST CAMPAIGNS OFFERS: 4

Targeted Conquest Campaigns (TCC): Leverages advanced analytics and predictive modeling to identify Owners who are most likely to respond to offers that meet their specific service needs. Defectors <8 model years (no dealer visits in 16 months) and 8+ model years (no dealer visits in 16 months), Tires, Brakes, Batteries, General Service.

ON-DEMAND COMMUNICATIONS OFFERS: 2

On-Demand Communications (ODM): Generates a choice from a variety of direct mail and email to get into the market quickly.

VEHICLE HEALTH REPORT OFFERS: 0

Vehicle Health Report (VHR): Monthly email that advises Owners of maintenance issues throughout their lifecycle.



Cadence

Works to keep your dealership top-of-mind with multi-channel, Customer-focused communications to keep Customers engaged for ongoing maintenance, and ultimately drive a second purchase.



Welcome

Building strong relationships with Customers starts on Day One with the purchase of their new Nissan. This phase is all about establishing trust that will help lead to return visits.

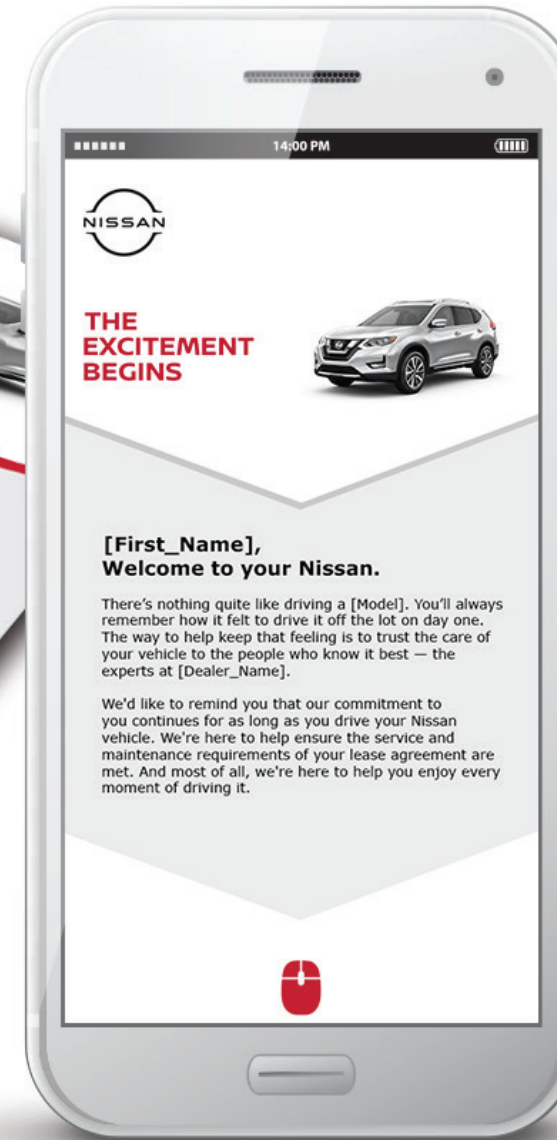
Welcome ✉ @

Thanks Customers for purchasing from your dealership and reinforces that your commitment to them goes well beyond the sale.

Timing: 14 days post purchase

Offers: National Accessories offer

Versions: Lease, Prepaid Maintenance, LEAF



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Engage

Staying in contact and keeping your Customers active reinforces relationships, informing them of important service intervals and thanking them when they make their return visits.

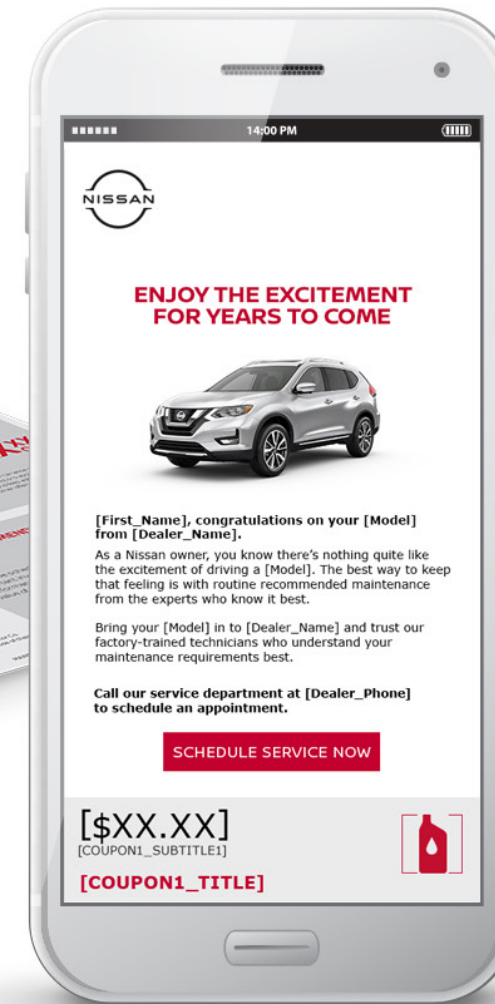
1st Service Reminder

Highlights the benefits of always choosing your dealership for service.

Timing: 17 days prior to 1st service

Offers: Two

Versions: Lease, Prepaid Maintenance, LEAF



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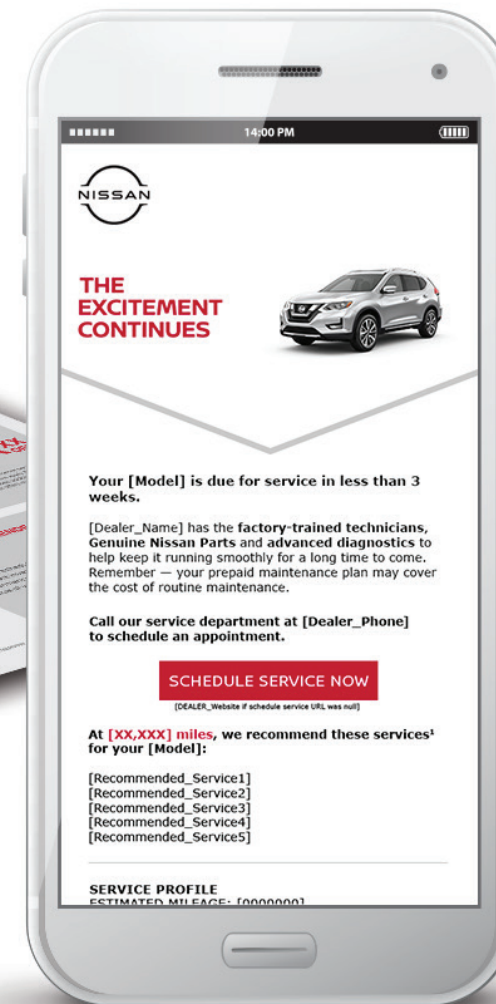
Service Reminder

Reminds Customers that their Nissan is ready for its next service. This communication is personalized to the VIN and is triggered based on the manufacturer's service intervals for that model.

Timing: 17 days prior to service

Offers: Two

Version: Lease, Prepaid Maintenance, Falling Out of Warranty, Out of Warranty, LEAF



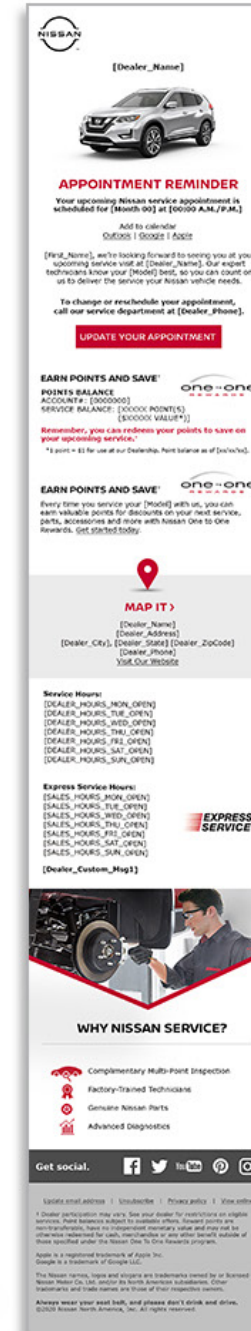
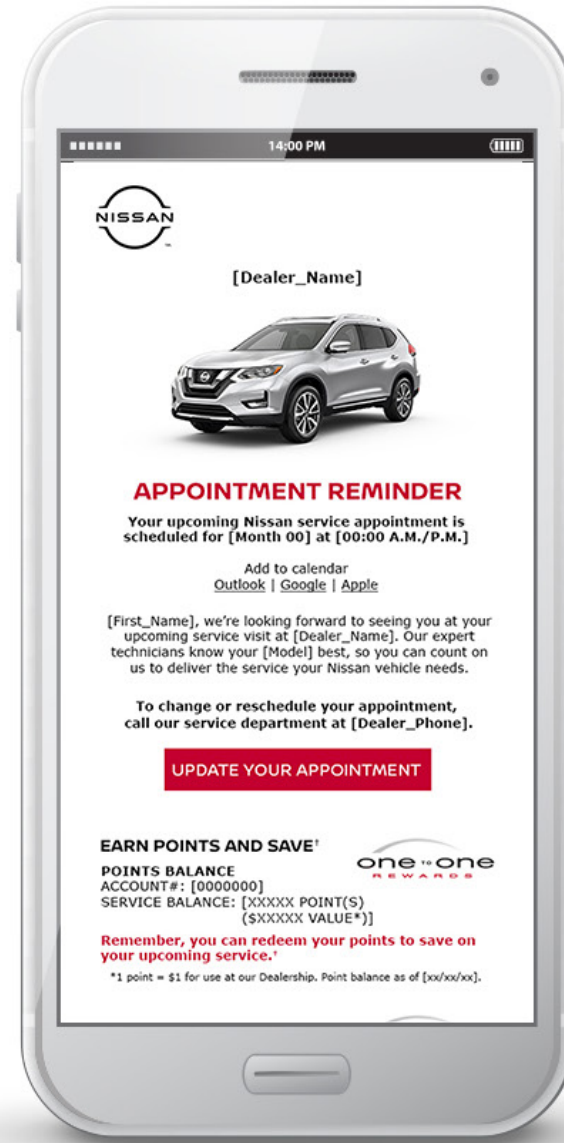
Contact us today! Call Program Headquarters at (800) 868-4790.

Appointment Reminder @

Reminds Customers of an upcoming scheduled service visit.

Timing: 3 days prior to scheduled service

Offers: None



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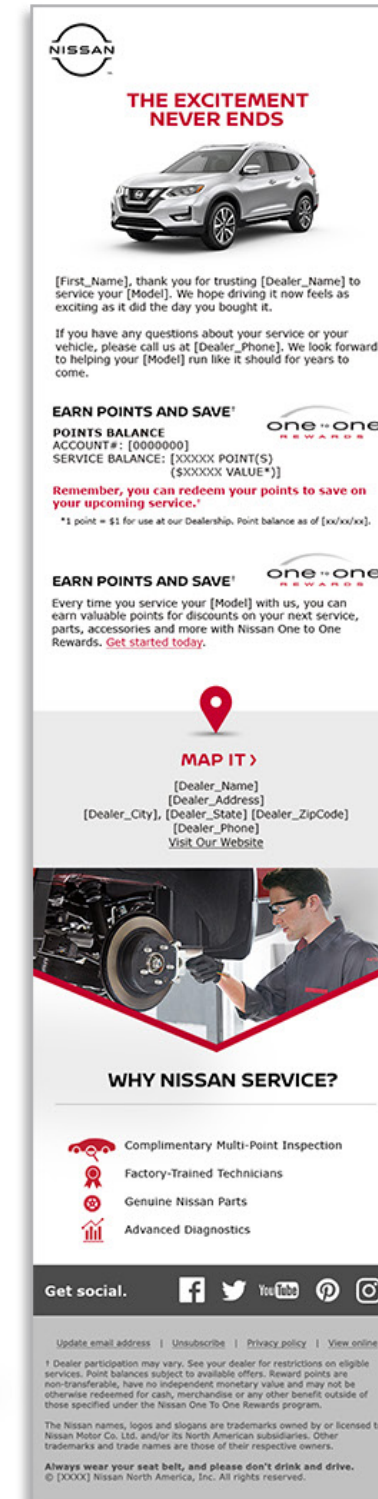
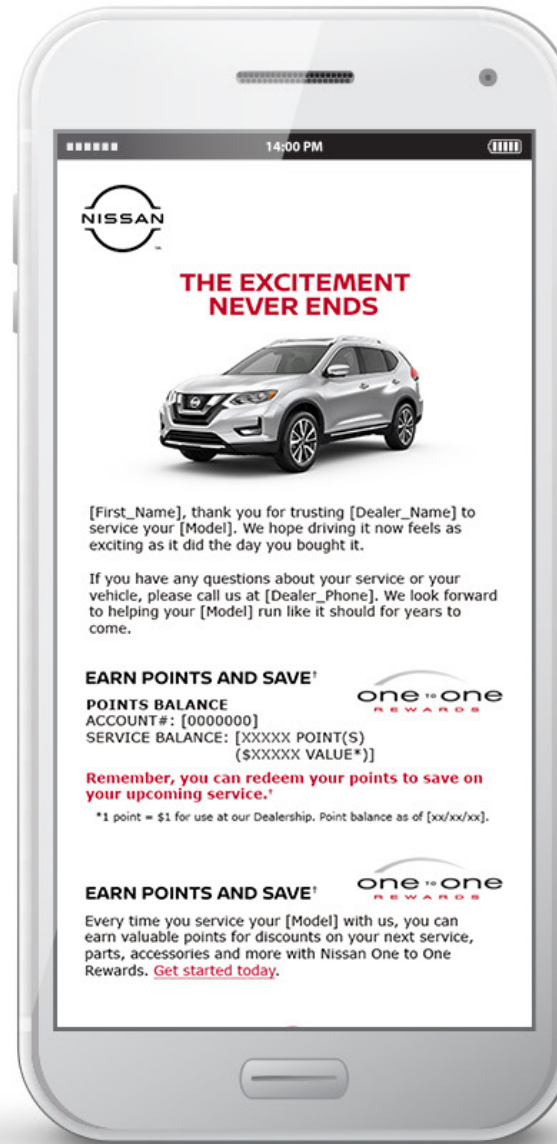
Thank You for Service @

Thanks Customers for their recent service visit at your dealership.

Timing: 5 days after service or 1 day after RO received

Offers: None

Versions: LEAF



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Thank You with Declined Service ✉ @

Thanks Customers and reminds them of the important recommended service that was declined.

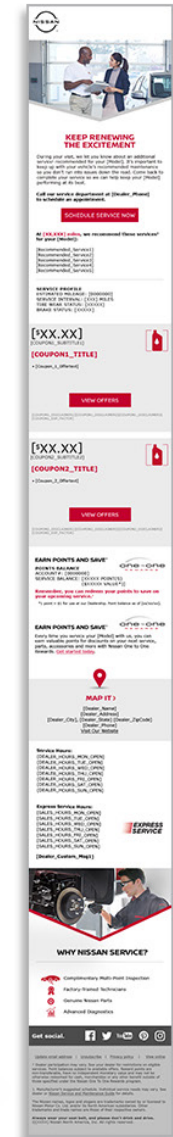
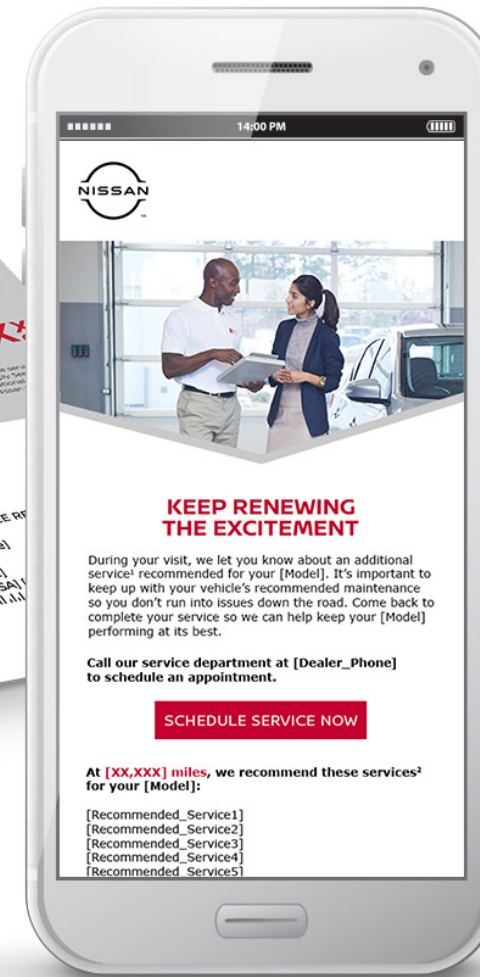
This touchpoint communicates with any customer in an enrolled Dealer's CML if they qualify for a communication, regardless of enrollment parameters (Premium vs. Unlimited).

Timing: 1 day after decline RO received or 5 days after service

Offers: One

Versions: LEAF

Based on the decline code received for each Customer, a specific decline coupon (Tire, Brakes, Batteries and General Service) deploys with the communication.



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Declined Service Follow-Up @

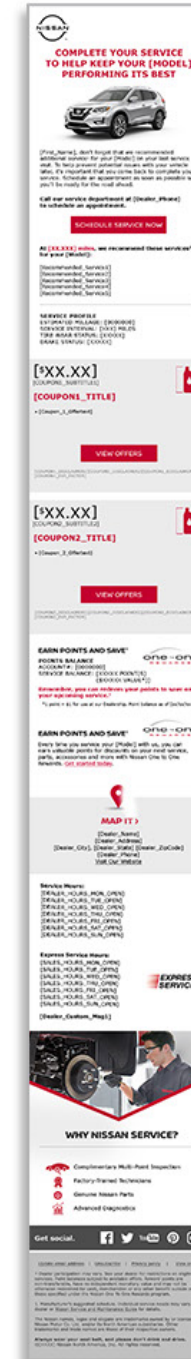
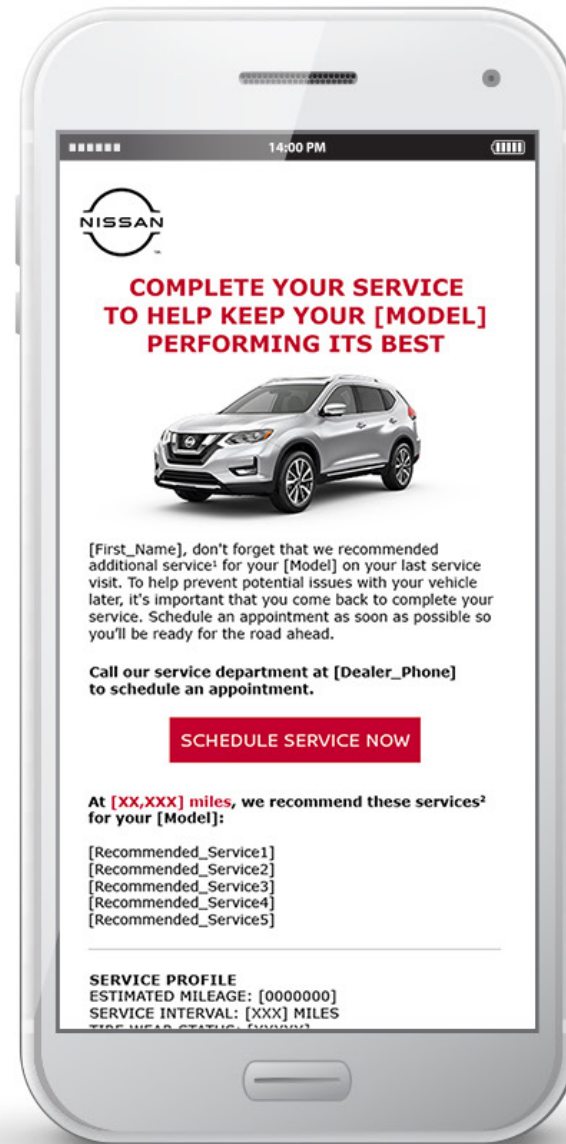
Reminds Customers to come back to your dealership to have their declined service completed.

This touchpoint communicates with any customer in an enrolled Dealer's CML if they qualify for a communication, regardless of enrollment parameters (Premium vs. Unlimited).

Timing: 15 days after receipt of initial declined communication

Offers: One

Versions: LEAF



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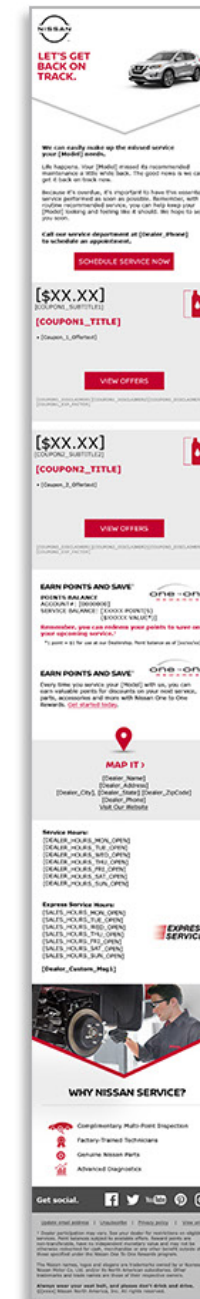
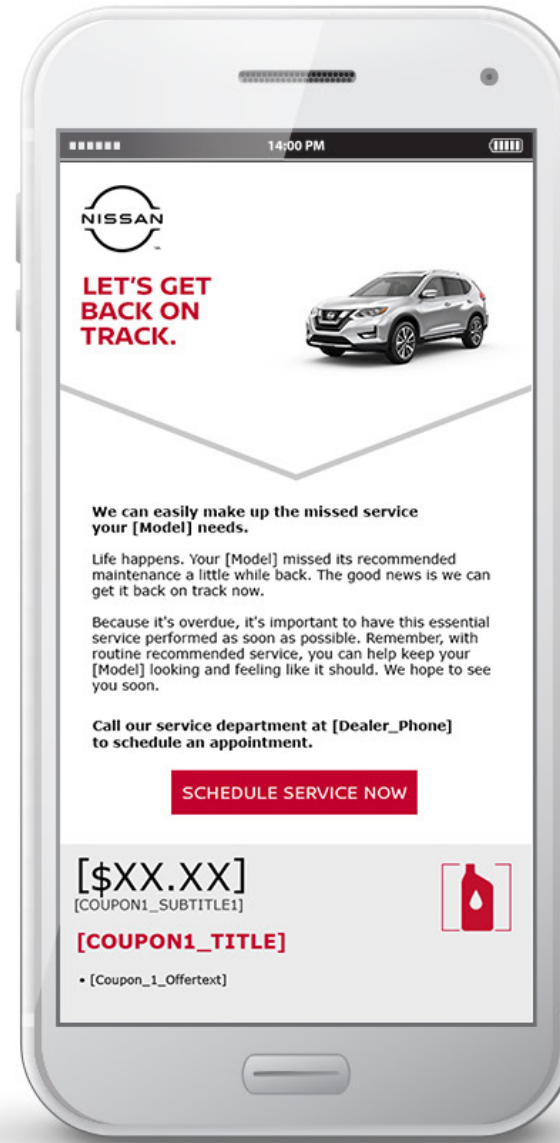
Overdue Service @

Reminds Customers that a service interval has been missed.

Timing: 7 days after missed interval

Offers: Two

Versions: Lease, Prepaid Maintenance, Falling Out of Warranty, Out of Warranty, LEAF

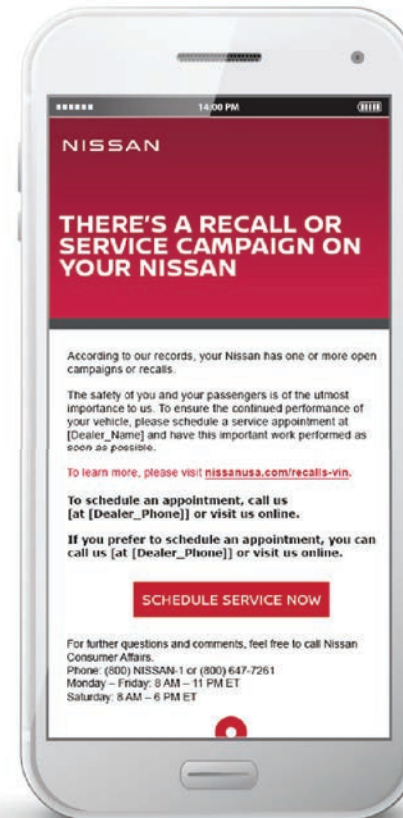


Contact us today! Call Program Headquarters at (800) 868-4790.

Open Campaign/Recall @ ✉

For all dealers enrolled in the Cadence program, all Customers with an Open Campaign on their vehicle will receive DM/EM communications. To ensure these important messages stand out, these communications take a more direct approach and encourage immediate response/action.

Timing: Deployed to Customers with at least 1 open campaign on their vehicle





Retain Phase

After two consecutive missed service intervals, these communications reach Customers with strong return messaging and compelling offers.

Rapid Recapture

Reaches Customers who are at risk of becoming lapsed and attempts to bring them back to you for service.

Timing: 12 months after last service

Offers: Four

Versions: LEAF



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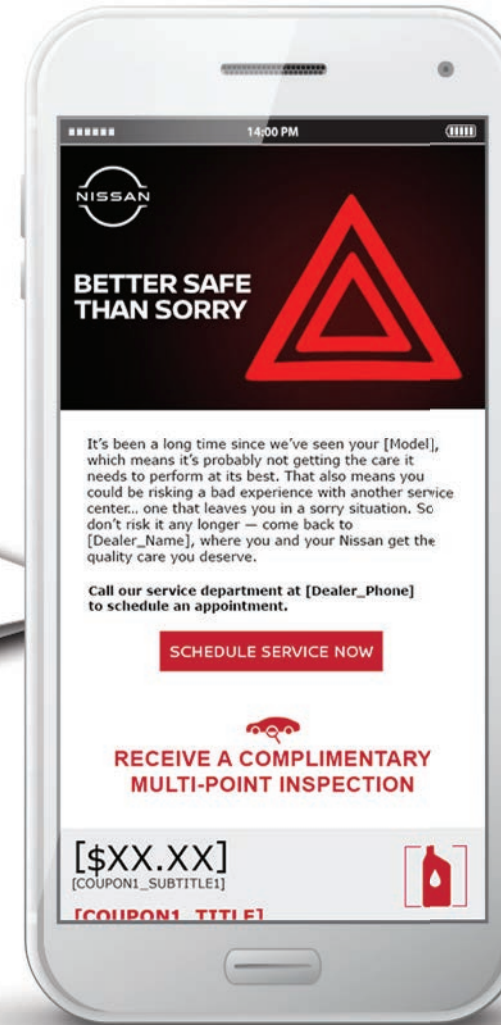
Last Chance

Increases message urgency in an additional attempt to reach Customers who are at risk of becoming lapsed.

Timing: 14 months after last service

Offers: Two

Versions: LEAF



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Targeted Conquest Campaigns

This strategy uses predictive analytics and an always-on communication cadence to reach Customers only when they are most likely to be in market for higher-cost services and repairs.

Targeted Conquest Campaigns ✉ @

Utilizes predictive analytics and an always-on strategy to reach Customers when they are most likely to be in market.

Targets both active/at risk and inactive Customers with higher-cost services (Brakes, Tires, Batteries, General Service [with vehicle Anniversary iteration], Defector 8+, Defector 8-).

Timing: Always On

Offers: Four



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On-Demand Communications

Allow you to generate a variety of your own direct mail and email communications and get into the market quickly.

On-Demand offers you hands-on communications

On-Demand is an excellent tool to help drive both New/Active Customers and Lapsed Customers back to you for service.

This program provides you with email and direct mail templates for a complete line of specific services, including Tires, Brakes, Oil & Filter, General Service, Customer Retention and much more. Also available are holiday-themed communications to thank Customers for their loyalty, wish them a happy holiday and treat them to new service offers. This library is continuously being refreshed with new templates to help drive traffic to the dealership. Dealers can either build their own campaign or use the Guided Activities feature to send out service communications to their Customers quickly.

Build Your Own

This tool allows for the selection of available templates and also a variety of other options:

- Filter lists by distance, models, last service date
- Write-your-own offers
- Choose the channel: email, direct mail or both
- Choose deployment date(s)

Guided Activities

This feature is useful to easily complete a campaign quickly. Guided Activities are marketing campaigns containing pre-assigned creative, pre-built lists and pre-populated offers set up as a package. Campaigns can be reviewed and approved as is or have minor adjustments made to them. Some example Guide Activity campaigns include:

- Loyalty Blitz
- First-Year Defector
- New to Dealer

On-Demand Creative

- Build Your Model Year 1-3 Retention
- Loyalty Blitz
- Value Advantage Brakes — Target 8+ VINs
- Value Advantage Brakes — Target Model Years 4-7
- Oil/Filter
- Synthetic Oil & Filter
- First-Year Defector
- General Service
- New to Dealer
- Lease Maintenance
- Retained 8-10
- And More...

YOUR NISSAN ISN'T RUNNING GREAT UNLESS IT'S STOPPING GREAT

That's why Nissan offers Value Advantage® brakes. These high-quality, affordably priced parts will help give your [Model] the stopping power it needs.

| VALUE ADVANTAGE®

[Variable1 (non_ES) Variable2 (ES)]

[Dealer_Name]
[Dealer_Address]
[Dealer_City], [Dealer_State] [Dealer_ZipCode]
[Dealer_Phone]
[Contact_Us_URL]

Service Hours:
[Service_Hours1]
[Service_Hours2]
[Service_Hours3]
[Service_Hours4]
[Service_Hours5]
[Service_Hours6]
[Service_Hours7]

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Always wear your seat belt, and please don't drink and drive.
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[COUPON_1_TITLE]

\$XXX.XX

Certain restrictions apply. See dealer for details. Price and offer availability may vary by model. Taxes and fees additional. No cash value. Must present offer to redeem. May not be combined with other offers. Nissan vehicles only. Void where prohibited.
Ends [Coupon_1_Expiration_Date]

[COUPON_2_TITLE]

\$XXX.XX

Certain restrictions apply. See dealer for details. Price and offer availability may vary by model. Taxes and fees additional. No cash value. Must present offer to redeem. May not be combined with other offers. Nissan vehicles only. Void where prohibited.
Ends [Coupon_2_Expiration_Date]

P.O. Box 1360
West Chicago, IL 60186

PRESORTED
STANDARD
U.S. POSTAGE
PAID
NISSAN

[First_Name] [Last_Name]
[Address]
[City], [State] [Zipcode]



Contact us today! Call Program Headquarters at (800) 868-4790.



Reporting

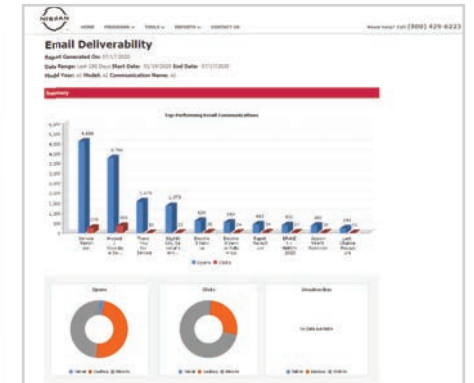
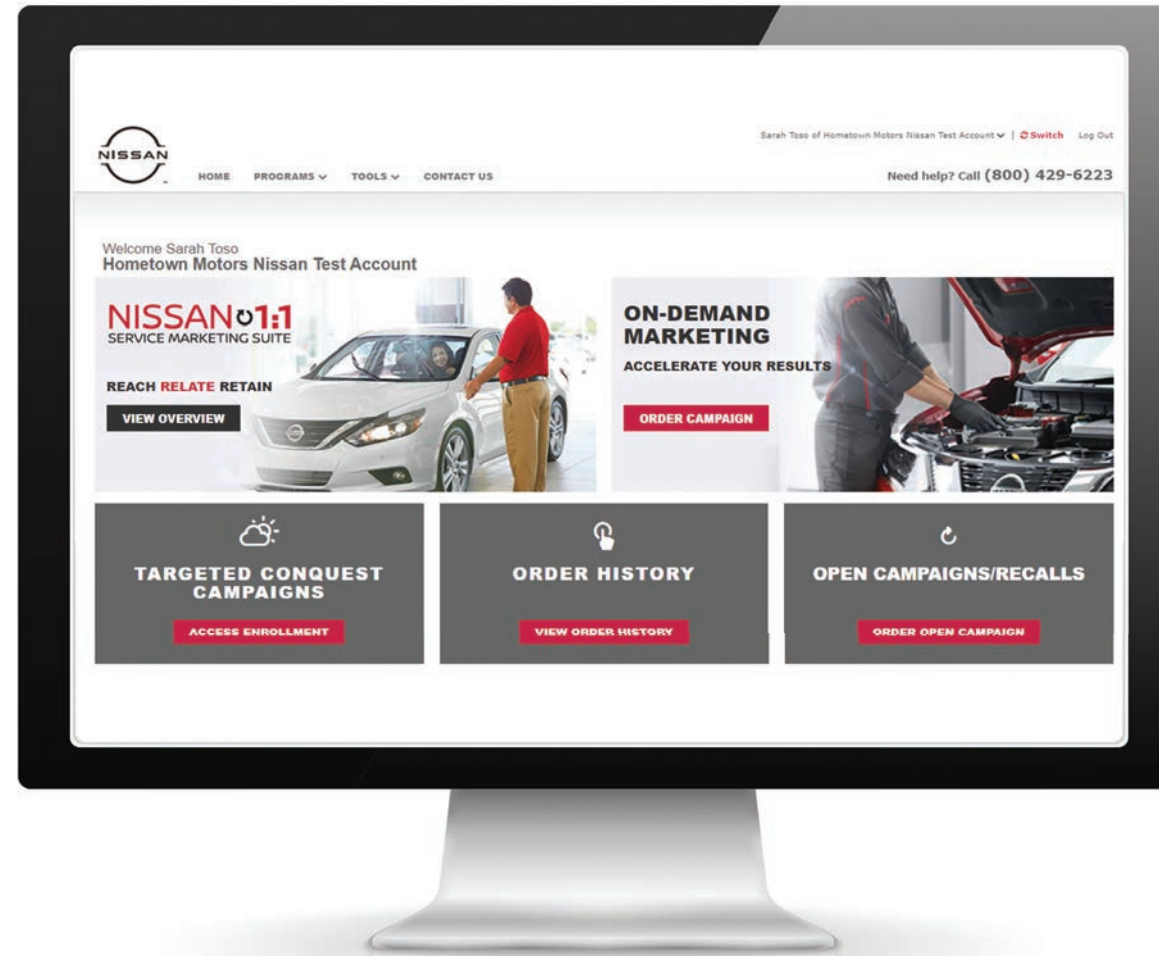
Helps you track performance and make informed decisions to get the most out of your marketing efforts.

Stay informed with new, enhanced reporting

You can now access a wide variety of reports via the Nissan 1:1 Service portal.

Here, you can:

- View national reporting data at the dealer level
- Analyze KPIs in each of the program phases
- Compare results from different programs
- And more



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Reporting

Service Summary

Report Generated On: 07/17/2020
 Date Range: Last 90 Days Start Date: 04/18/2020 End Date: 07/17/2020
 Model Year: All Model: All Communication Name: All
 Response Cycle: All Revenue Type: CP Revenue

Overall Program Totals

8,206 Customers Contacted | 811 Unique Responders | 864 Total Repair Orders | 10.50 % Response Rate | \$209 Average RO Value | \$180.2k RO Revenue

Total Communications Sent: 8,206 (Phone), 864 (Mail), 13.4k (Email)

Welcome

170 Customers Contacted | 1 Unique Responders | 1 Total Repair Orders | 0.59 % Response Rate | \$50 Average RO Value | \$50 RO Revenue

Total Communications Sent: 170 (Phone), 1 (Mail), 172 (Email)

Communication Type	Response Details											
	Mail	Email	Phone	Total Sent	Customers Contacted	Unique Responders	Total Repair Orders	Response Rate	Customer Pay	Warranty Pay	RO Revenue	Average RO Value
Welcome												
Welcome / Thank You Package	31	140	1	172	170	1	1	0.59 %	\$49.94	\$0.00	\$49.94	\$49.94
Overall Program Sub Totals	31	140	1	172	170	1	1	0.59 %	\$49.94	\$0.00	\$49.94	\$49.94

Retain

8,074 Customers Contacted | 810 Unique Responders | 863 Total Repair Orders | 10.69 % Response Rate | \$209 Average RO Value | \$180.2k RO Revenue

Total Communications Sent: 8,074 (Phone), 863 (Mail), 13.2k (Email)

Communication Type	Response Details											
	Mail	Email	Phone	Total Sent	Customers Contacted	Unique Responders	Total Repair Orders	Response Rate	Customer Pay	Warranty Pay	RO Revenue	Average RO Value
Retain												
Intra to Service (1st Service Reminder)	43	112	0	155	157	2	2	1.27 %	\$159.93	\$0.00	\$159.93	\$79.97
Service Reminder	2,198	3,277	0	5,475	5,061	314	327	6.20 %	\$63,884.90	\$0.00	\$63,884.90	\$195.37
Missed / Overdue Service	0	3,130	118	3,248	3,152	386	403	12.25 %	\$79,447.71	\$0.00	\$79,447.71	\$197.14
Rapid Recapture	467	682	0	1,149	1,144	62	66	5.42 %	\$16,609.48	\$0.00	\$16,609.48	\$250.33
Last Chance Recapture	230	334	0	564	563	18	18	3.20 %	\$6,800.57	\$0.00	\$6,800.57	\$357.92
Thank You for Service	0	1,239	0	1,239	1,162	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Declined Service	202	537	0	739	719	27	30	3.76 %	\$11,973.61	\$0.00	\$11,973.61	\$399.12
Declined Service Follow-Up	0	514	0	514	501	17	17	3.39 %	\$1,323.05	\$0.00	\$1,323.05	\$77.83
Appointment Reminder	0	161	0	161	147	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Overall Program Sub Totals	3,140	9,989	118	13,247	8,074	810	863	10.69 %	\$180,199.25	\$0.00	\$180,199.25	\$208.81

Service Summary allows you to select and change your desired parameters.

Program Totals provide a breakdown of all your Program Communications (Customers contacted, Avg. CP, ROI) and at each touchpoint level.

Provides a comprehensive breakdown by communication to help you evaluate what is working and which areas may need some attention.

Program Pricing

Loyalty/Cadence

Two Program Options:

- **The Premium Plan** sets solicitation parameters at 25 Miles / 2010 Model Year.
- **The Unlimited Plan** sets solicitation parameters at 50+ Miles / 2004 Model Year.

TIERED CADENCE PRICING STRUCTURE			
Premium Plan - 25 Miles/2010 Model Year – vs – Unlimited Plan - 50+ Miles/2004 Model Year			
Tier Level	10-Year UIO Counts	Premium Plan Cost	Unlimited Plan Cost
Tier Level - 1	0 - 2,500	\$300	\$500
Tier Level - 2	2,501 - 5,000	\$600	\$1,000
Tier Level - 3	5,001 - 8,000	\$1,250	\$2,100
Tier Level - 4	8,001 - 11,000	\$2,000	\$3,400
Tier Level - 5	11,001 - 15,000	\$2,750	\$4,700
Tier Level - 6	15,001 - 999,999	\$3,750	\$6,400

Compares straight VIN count in the band; not factoring in miles or model year

Pricing Tiers are determined by 10-year UIO counts to provide a consistent, monthly charge for the entire NNA fiscal year.

Offer and Op Code Selection

- Dealers can call the Program HQ Team to choose their specific offers for each communication and to determine which Program Level is best suited for your dealership.

Targeted Conquest Campaigns

TARGETED CONQUEST PRICING STRUCTURE	
Cost Per VIN	\$.50*

*Effective with the June 2020 campaign.

On-Demand

ON-DEMAND PRICING STRUCTURE	
Cost Per Piece	Direct Mail \$.70
Cost Per Piece	Email \$.06

Nissan Program Headquarters (800) 868-4790

Hours: 8:00 AM – 7:00 PM CST, Monday – Thursday and
8:00 AM – 5:00 PM CST on Friday



NISSAN 1:1

SERVICE MARKETING SUITE

THIS ALWAYS-ON, DATA-DRIVEN MARKETING SUITE EMPOWERS YOU TO

REACH

CUSTOMERS AT EVERY STAGE OF OWNERSHIP

RELATE

TO THEIR NEEDS WITH TIMELY OFFERS AND MESSAGES

RETAIN

THEIR BUSINESS THROUGHOUT THEIR LIFECYCLE AND BEYOND