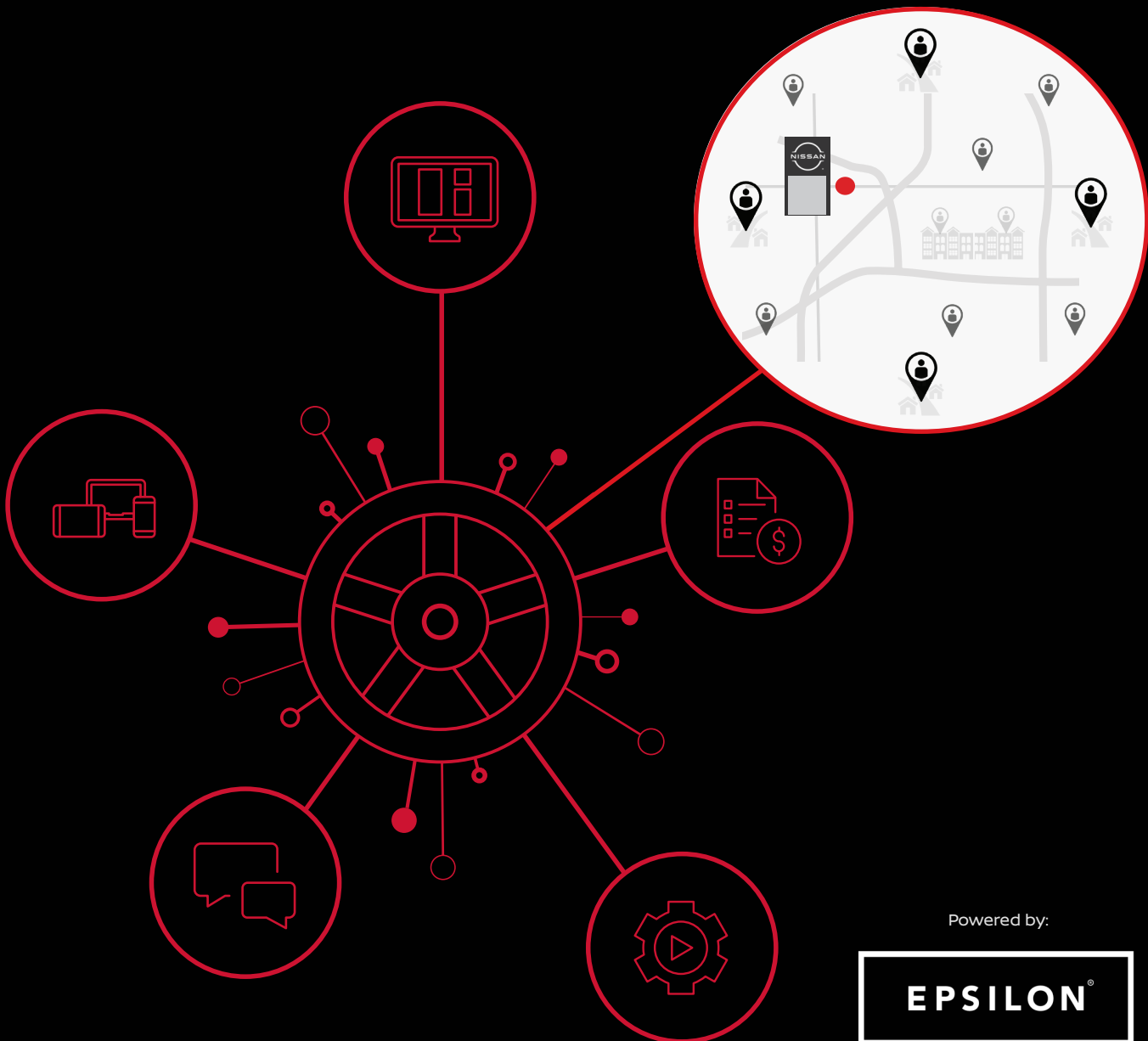




# TargetRetail

Drive sales and reduce advertising waste with Epsilon's newest retail solution



Powered by:

**EPSILON**



## WHAT IS TARGETRETAIL?

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

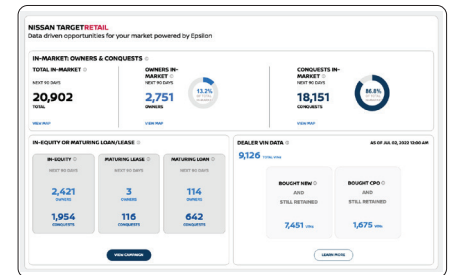
## WHAT DOES TARGETRETAIL ALLOW A DEALER TO DO?

- Target Conquest Consumers and Owners who are currently in-market to purchase.
- Stay in front of in-market consumers with "Always On" campaigns.
- Understand your **owner & conquest** opportunities with new insights.
- Deliver customized, personalized ad campaigns at the click of a button.
- Eliminate wasted spend by advertising to the most in-market shoppers, when and on what channel they are active on with the vehicles you have instock that day.

## DRIVEN BY INTELLIGENT DATA

At the heart of **TargetRetail** 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 data on over 250 million consumers and all of their devices in the US.

Epsilon then applies A.I. (machine learning and analytic modeling) to identify the most in-market consumers in your dealership's PMA. These consumers show up in your dealership's insights and campaign management **TargetRetail** 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

### Conquest vs Owner Audience Targeting

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

## INVENTORY SPECIFIC CAMPAIGNS

Your vehicles are the star of your campaigns. With **TargetRetail**, the campaigns are personalized and dynamically driven from your actual inventory. Select from a variety of pre-determined campaign creative options already approved by Nissan and we'll handle the rest.

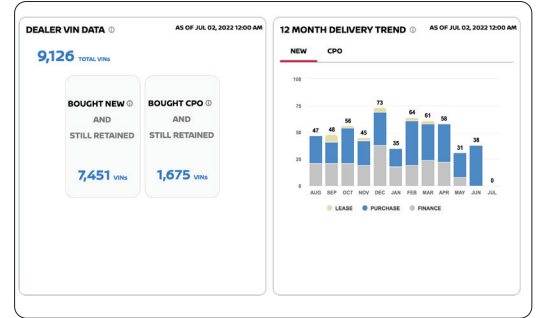


## INSIGHTS

Unparalleled insights about your owners and conquest customers will help you formulate the best strategy.

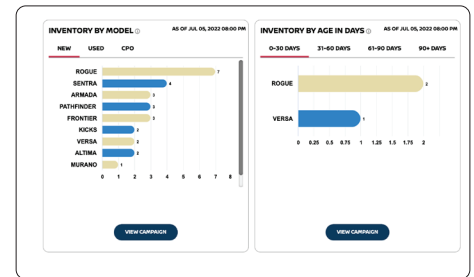
### Dealer VIN Data - 12-month Delivery Trend

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.



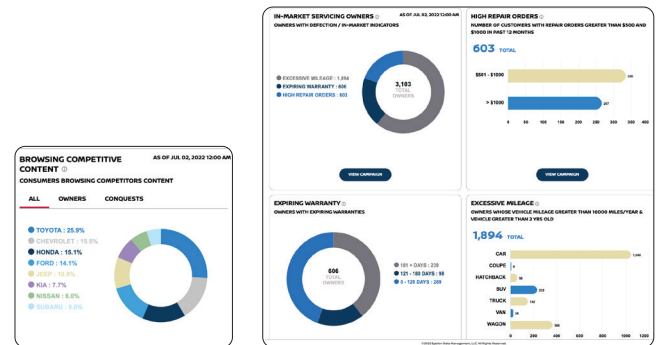
### After-sales

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 through our PVE, **TargetRetail** will allow you to target these high-propensity customers with retail messages, complete with personalized offers and incentives that they qualify for.

### Online Browsing

Ever wonder which competitive vehicle makes your customers are looking at online?

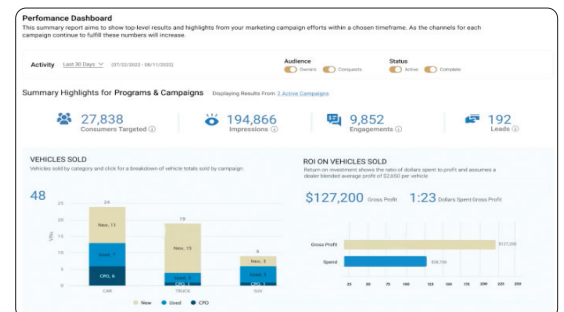
Epsilon's PVE gives you these key insights. We also give you the ability to target conquest consumers who are shopping competitive makes.



## REAL TIME REPORTS

True 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



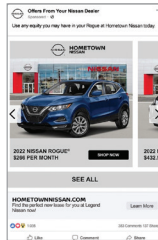
## TARGETRETAIL CREATIVE EXAMPLES

### Nissan Approved, Multi-Channel, One-to-One Dynamic Offers Driven By Your Inventory

Online Display



Social



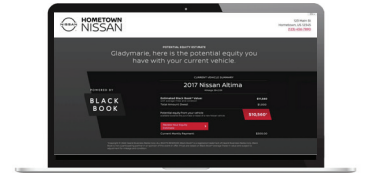
Email



Direct Mail



Personal URL



## TARGETRETAIL PRICING

- Set-Up Fee - \$750
- Unlimited Access to the Insights and Campaign Platform - \$1,999/mo
- Low Cost Multi-Channel Audience Activation (media spend)

### INCLUDES:

- TargetRetail Insights Platform
- Epsilon Personal Valuation Engine A.I. and Machine Learning Modeling
- Owner and Conquest Insights
- Multi-Channel Campaign Activation Portal
- Full Access to Campaign Reporting Suite
- Your own personal dedicated TargetRetail Concierge Representative (To help you understand the insights and activate targeted campaigns)

### Plus, Never Miss an Opportunity

Even when you're not actively running campaigns, we'll keep your sales funnel full with up to 20,000 monthly display ad impressions to your most in-market owners & conquest audiences at No Charge.

### Also includes:

- Channels: DM, EM, Social & Display
- Unlimited Access to Conquest Opportunities
- Single Sign-On Easy Access
- Unlimited Access to In-Market Nissan Modeled Buyers
- Specialized Dealer Offer Operations Team
- Custom Campaign Deployment

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