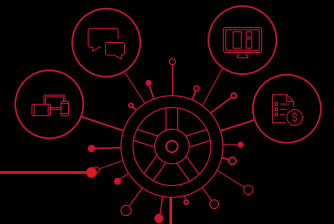




TargetRetail

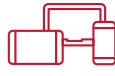
Drive Sales, Reduce Waste,
Deliver Results.



WHAT YOU WANT



only target real in-market shoppers



reach consumers across all their devices in real-time



market only YOUR dealership's inventory to buyers

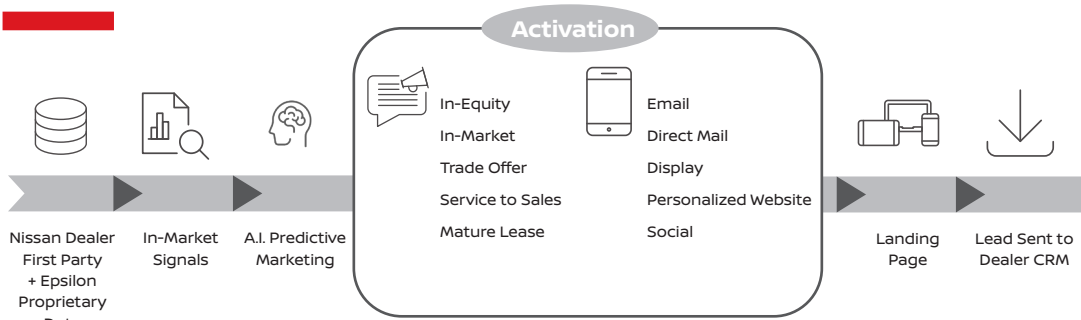


accurately gauge effectiveness of your campaigns

WHAT TARGETRETAIL DELIVERS

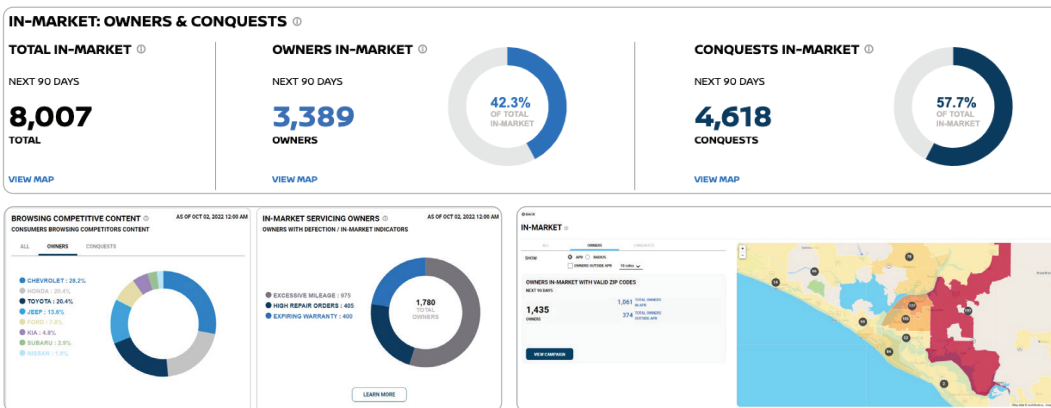
TargetRetail is a digitally driven omni-channel, retail-focused marketing platform that will drive sales, reduce wasted advertising budget, target in-market customers, and help you achieve your goals.

HOW IT WORKS



GAIN GREATER CUSTOMER INSIGHT

Through proprietary modeling technology, you'll get unlimited access to in-market customers when they're ready to buy.



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)



Proven ROI
from our 3-step approach



Hyper-Targeted Audiences

Eliminates non-eligible consumers



Personalized Incentives
Recommend the best vehicles and offers for every individual



Custom Media Mix

Select the Channels you want or have Epsilon do it for you

WHO'S IN-MARKET?

Your campaigns will deploy to customers who are...

IN-MARKET

Actively searching for vehicles they need now

MOST LIKELY TO PURCHASE IN THE NEXT 90 DAYS

NissanTRsupport@epsilon.com • 888-232-4122

Target Retail Headquarters • P.O. Box 1360 • West Chicago, IL 60186