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

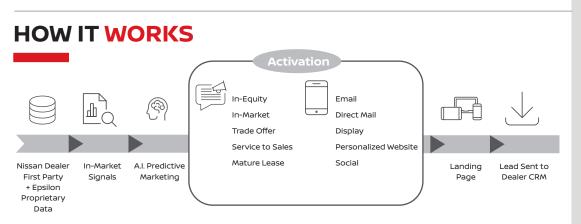
inventory to buyers



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.



GAIN GREATER CUSTOMER INSIGHT

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

IN-MARKET: OWNERS & CO					
TOTAL IN-MARKET	OWNERS IN-MARKET	OWNERS IN-MARKET ©		CONQUESTS IN-MARKET 0	
NEXT 90 DAYS	NEXT 90 DAYS		NEXT 90 DAYS		
8,007	3,389	42.3% OF TOTAL IN-MARKET	4,618	57.7% OF TOTAL IN-MARKET	
TOTAL	OWNERS		CONQUESTS		
VIEW MAP	VIEW MAP		VIEW MAP		
BROWSING COMPETITIVE CONTENT AS OF OCT 02, 2 CONSUMERS BROWSING COMPETITORS CONTENT	022 12:00 AM IN-MARKET SERVICING OWNERS AS OF OCT 02 OWNERS WITH DEFECTION / IN-MARKET INDICATORS	2022 12:00 AM			
AL OWER COUNTS 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price 0 creational price	excessor mulane: int inden reduced orders : es example of mulanary: est construction of mulanary: est construction of mulanary est construction of	Image Image Image Image 0			

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)

Ο **Proven ROI** from our 3-step approach X0 rqr $\Theta \cap \Theta$ **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



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

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