



Epsilon

NISSAN – INFINITI-T3 Direct Marketing

EPSILON®

Automotive

NISSAN – INFINITI DIRECT TIER 3 DIRECT MARKETING DIRECT MARKETING SUPPORT

Nissan and INFINITI Tier 3 Direct Marketing facilitates engaging and customizable marketing programs for Retailers.

Customization	We offer a wide range of direct mail and email products meant to provide retailers with custom options, data selection, offers, messages, and timing.
Accountability	Every program includes a 45-day sales match report for each participating store , available for 12 months after program end date. Each report includes: the number of vehicles purchased, sales conversation rate, sales by list audience, sales by week, and purchasing customer details.
Consistency	Offer messaging and creative is consistent with the brand pillars. Retailers do not need to go through additional IRAP reviews. Retailer Direct Marketing handles all approvals with Nissan and INFINITI
Online Access	Retailers can go to www.NNAnet.com at any time to enroll in any of our programs, download a manifest list(s) for programs that a retailer is currently enrolled in , and review sales matches. Manifest can also be provided to the BDC for further follow-up
Ease of Billing	We are the Retailer Direct Marketing approved vendor that bills retailers' Non-Vehicle Account directly, so retailers never need to send payment.

NISSAN – INFINITI DIRECT TIER 3 DIRECT MARKETING

DATA THAT POWERS CUSTOMER ACQUISITION AND RETENTION



RETAILER
DIRECT
MARKETING



NISSAN
Dealer Direct
Marketing

CUSTOMER JOURNEY

From Handraisers to Winbacks, INFINITI Retailer Direct Marketing and Nissan Dealer Direct Marketing let you engage with YOUR customers at every stage of their automotive journeys with campaigns that meet YOUR marketing needs.



Household Attributes:

- Demographics
- Family Composition
- Occupation
- Home Ownership
- Lifestyle Information



First-Party Purchase Information:

- Vehicle Purchase Date
- Mileage
- Disposals
- Satisfaction with Retailer/ Dealer



Garage Information:

- Garage Size/Mix
- Vehicle Age
- Total Used/New Purchases



First-Party Service Data:

- Service and CP Visits
- Count and Cost of Repairs
- Average Service Time
- Satisfaction with Service



IFS and NMAC Information:

- Lease Data
- Monthly Payments
- Pre-Approval Information
- Loan Balance
- Equity Position

RESEARCH / AWARENESS / CONSIDERATION

Identify New Customers

The beginning of the relationship with your store. This is our opportunity to connect with potential customers and reinforce the notion that they should buy and service their vehicles with you.

PURCHASE

ENGAGEMENT

Retain Loyal Customers

Keep customers educated and informed during their ownership experience and stay connected with them across different channels.

REPURCHASE

WINBACK

Recapture Lost Customers

Ultimately, we want to identify and communicate with previous Owners who are no longer in the network today. Once we identify these Owners, we use a number of techniques to capture them, bring them back to the network, and foster loyalty from that point forward.

NISSAN TIER 3 DIRECT MARKETING CAMPAIGN DEVELOPMENT

CREATE

- Identify and collaborate on the market needs
- Develop actionable creative for all channels
- Target Audience: Provide recommended audience to optimize the dealer budget for maximum ROI and reduce wasteful spending

EXECUTE

- Coordinate Dealer Program Enrollment
- Design Dealer Personalized Creative aligned with program theme
- Timely deploy email, digital direct mail and social channels according to established campaign cadence
- Provide Dealer with campaign manifest of consumers contact along with additional information such as Equity position, trade values for further follow-up

GENERATE RESULTS

- Track effectiveness of campaign with advanced sales reporting down to dealer level during campaign window (45 days)

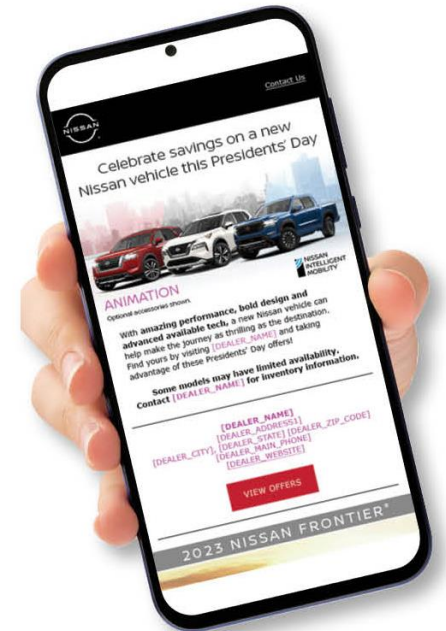
NISSAN TIER 3 DIRECT MARKETING OVERVIEW AD HOC EXAMPLES



Owner Equity Campaign with Lead Generating Sweepstakes

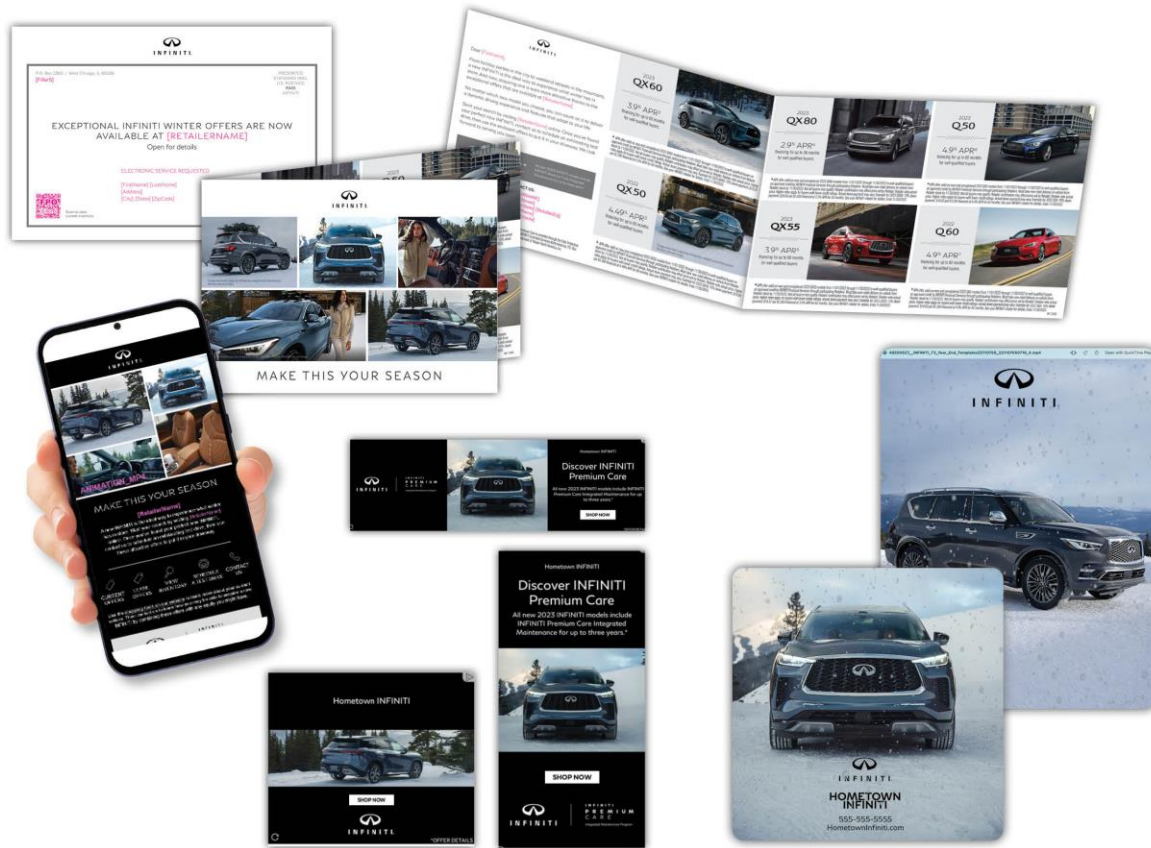


Promoting Nissan partnership with Heisman to drive sales



Driving traffic around key holiday and sales weekends

INFINITI TIER 3 2023 YEAR END ADHOC PROGRAM



Develop 1:1 Omnichannel Strategy during Sales Event

- Direct Mail, Email, Social, Display

Target In-Market Consumers in your PMA

- Owners, Handraisers, Leads, Winbacks and Prospects

Social: Inventory Ads

GENERATING RESULTS*

- **Consumers Reached:** 200K
- **Sales Lift:** 90% over the holdout audience
- **Total Vehicle Sales:** 341 = approx. \$976,965 Total Retailer profit
 - **Average Participating Retailer Profit:** \$22,203

*45 Day Sales Match

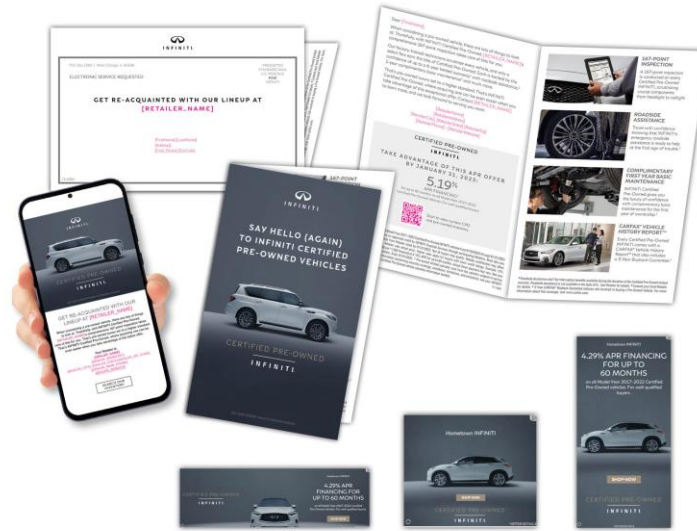
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INFINITI TIER 3 DIRECT MARKETING OVERVIEW AD HOC EXAMPLES



Driving traffic around key holiday and sales weekends



Certified Pre-Owned Sales Support



Promoting INFINITI sponsored loyalty incentives and increasing retention