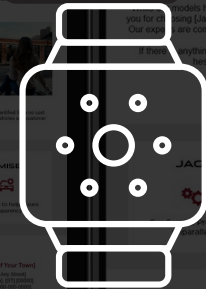
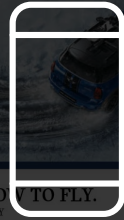
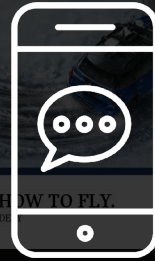


The average person receives thousands of messages over 10+ devices every day



# The average dealership manages 7+ vendor relationships



DIRECT MAIL • EMAIL • DISPLAY • VIDEO • SOCIAL • SEO • SEM

ALL SYSTEMS GO!

Return for service before you return to the office.

When your Hyundai has been sitting out of the commuting game for a while, your battery, brakes, tires, oil, fluids, filters, and axles can be affected by lack of use. An inspection with maintenance is a great warm-up before you get up and running again. And the service savings are our thank-you for being such a valued and loyal customer. We know you've gone through challenging times, and we're here to help you get back on the road to normal.

Hyundai Appointment

THE MORE YOU GO, THE MORE YOU GET!

35,000 MILES AND COUNTING. AND THAT'S BEFORE WE HAND YOU A KEY FOB.

SIGN UP FOR MY CHEVROLET REWARDS

WHEN YOU BUY YOUR NEW CAR, WE'LL GIVE YOU UP TO 55,000 MILES. THE MORE PLACES YOU GO THE MORE YOU EARN. THAT INCLUDES OFF-ROAD WEB STOPS, MAINTENANCE STOPS AND MORE.

MY REWARDS

2,000 MILES

GET 1,000 BONUS MILES

MY CHEVROLET REWARDS WILL HAVE YOU DRIVING HOME AND GOING.

COMPLETE YOUR REWARDS

ENROLL IN OUR PROGRAM

SHOW THE SNOW BIRDS HOW TO FLY. LET -DEALER NAME-'S EXPERT TECHS HELP YOU DRIVE THROUGH THE FALLING TEMPERATURES.

PUMPKINS? WHY NOT CARVE UP THE ROAD INSTEAD?

GO FROM ZERO TO 2,000 WITHOUT TURNING ON THE IGNITION

IN MY CHEVROLET REWARDS PROGRAM TODAY, AND GET 2,000 MILES.

ASK AN ASSOCIATE FOR DETAILS. OR GO TO MYCHEVROLETREWARDS.COM TO ENROLL.

YOU'VE REACHED YOUR NEXT MILESTONE

COMPLIMENTARY MULTI-POINT VEHICLE INSPECTION

RETAILER OFFER [XX% OFF]

JAGUAR SERVICE PROMISE

OUR LEGACY IS BUILT ON COURTEOUS, EXPERT SERVICE

While our models have changed, our gratitude remains constant. Thank you for choosing Jaguar. Your Town to service your [year] Jaguar [model]. Our experts are committed to providing you with the highest level of care.

If there is anything else we can do to further assist you, please don't hesitate to call us at [XXX] XXX-XXXX.

[Service Manager Name] [Service Manager Title] [Dealership Name]

JAGUAR SERVICE PROMISE

Our Service Promise to you is a range of benefits to help ensure unparalleled quality, convenience and transparency.

ATTENTION TO EVERY DETAIL. AND TO EVERY OWNER.

Dear [Customer Name],

In addition to its meticulous design, [Model Name] includes many other features to help deliver a premium luxury experience, such as:

- Generac Service Volt
- Complimentary Scheduled Maintenance

INDULGE YOUR DARK SIDE. LET HALLOWEEN SERVICE FROM YOUR BMW CENTER HELP YOU COME OUT OF THE SHADOWS.

When you drive a BMW, things that go bump in the night are nothing to be afraid of. They're challenges to be out-maneuvered, out-run and out-driven. But doing so means keeping your Ultimate Driving Machine® in peak condition — something your BMW Center's service team is exceptionally good at.

No one knows your vehicle better than our BMW-Trained Technicians, and no parts besides Original BMW Parts are designed, tested and manufactured by BMW to be the perfect fit, every time. All of which you'll see when you take advantage of our Halloween service specials. They're just the trick for treating your driving partner to the care it deserves.

Schedule Now

Center Exclusive: <XXX.XX>

Holiday Gift Guide 2020

Open to make holiday wishes come true.

Complimentary Multi-Point Inspection

Land Rover Certified Technicians

Land Rover Genuine Parts

IT ALL STARTED WITH A SKETCH

1970 The Range Rover searches for the best fuel oil to deliver performance and fuel economy.

1977 The first Land Rover SUV, the Range Rover, is born.

1993 The legendary Range Rover is introduced.

2012 One Million Land Rover Discovery are taken on a 10,000 mile expedition to Beijing.

2022 Rispansky purchases a -M7- Land Rover -Model-.

YOU ARE NOW A PART OF THE LAND ROVER STORY

LAND ROVER ABOVE & BEYOND

TRICK AND TREAT. OPEN THE DOOR TO EVEN MORE HALLOWEEN FUN WITH SERVICE FROM -DEALER NAME-.

WELCOME TO EXPERT JAGUAR SERVICE

INDULGE YOUR DARK SIDE. LET HALLOWEEN SERVICE FROM YOUR BMW CENTER HELP YOU COME OUT OF THE SHADOWS.

When you drive a BMW, things that go bump in the night are nothing to be afraid of. They're challenges to be out-maneuvered, out-run and out-driven. But doing so means keeping your Ultimate Driving Machine® in peak condition — something your BMW Center's service team is exceptionally good at.

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Schedule Now

Center Exclusive: <XXX.XX>

Holiday Gift Guide 2020

Open to make holiday wishes come true.

Complimentary Multi-Point Inspection

Land Rover Certified Technicians

Land Rover Genuine Parts

YOU ARE NOW A PART OF THE LAND ROVER STORY

LAND ROVER ABOVE & BEYOND

# A SINGLE MARKETING SOLUTION THAT DRIVES A PERSONALIZED SHOPPING EXPERIENCE

Epsilon brings our aftersales expertise to the front-end of your dealership to create a seamless marketing solution.

- ✓ In-Market
- ✓ In-Equity
- ✓ Trade-In Offer
- ✓ Service to Sales
- ✓ Lease Maturity
- ✓ CPO & Used



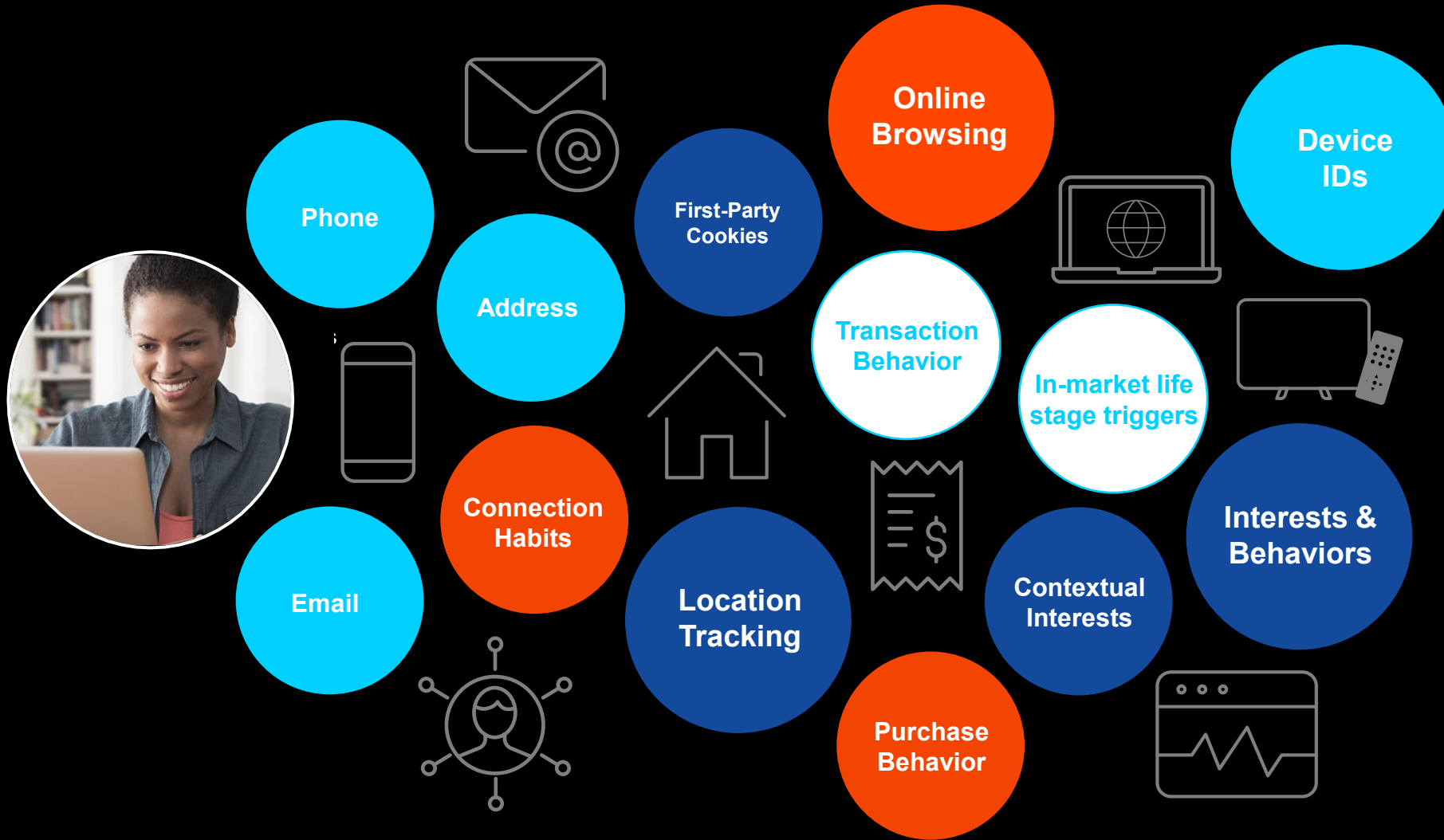
**TARGET  
RETAIL**



**SERVICE &  
LOYALTY**

**EPSILON<sup>®</sup>**

# HOW WE'RE DIFFERENT – INTELLIGENT DATA



Defining the who,  
where & how to  
connect with  
in-market shoppers

Marketing on the  
right device, at  
the right time,  
with the right  
message

**We KNOW Consumers**

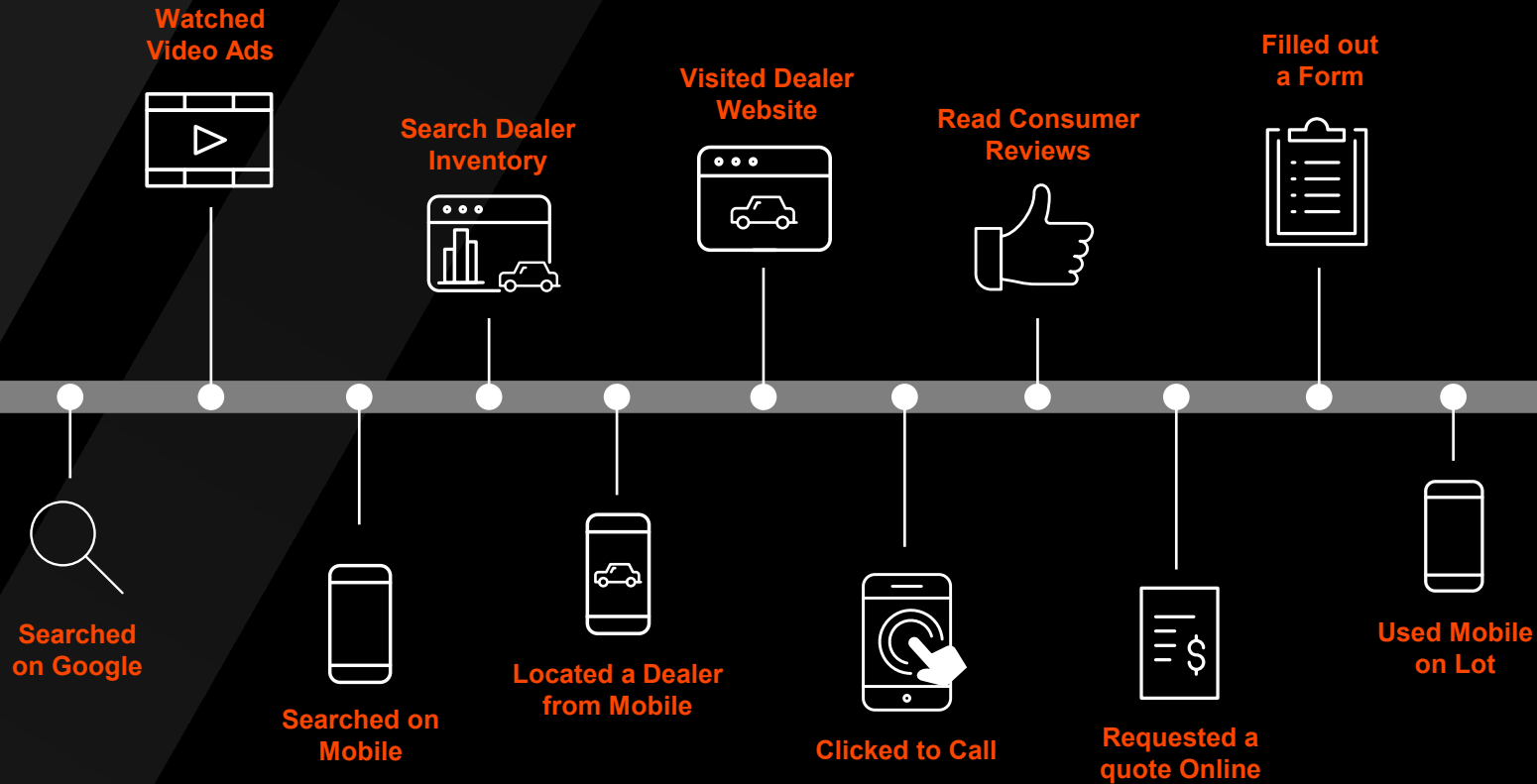
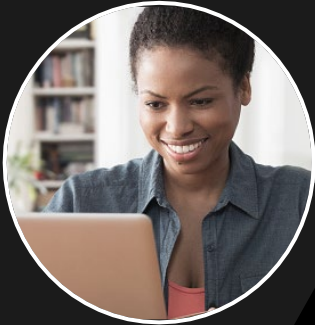
EPSILON®

# OPTIMIZING THE SHOPPING EXPERIENCE ACROSS ALL DEVICES

Intelligent Data + Inventory-Driven Offers

Personalized Digital Experience

In-Market  
Auto Shopper



SOLD



EPSILON®

# TOTAL SOLUTION

## Robust Data Set with AI & Machine Learning

OEM Data

Financial Data

Individual Data

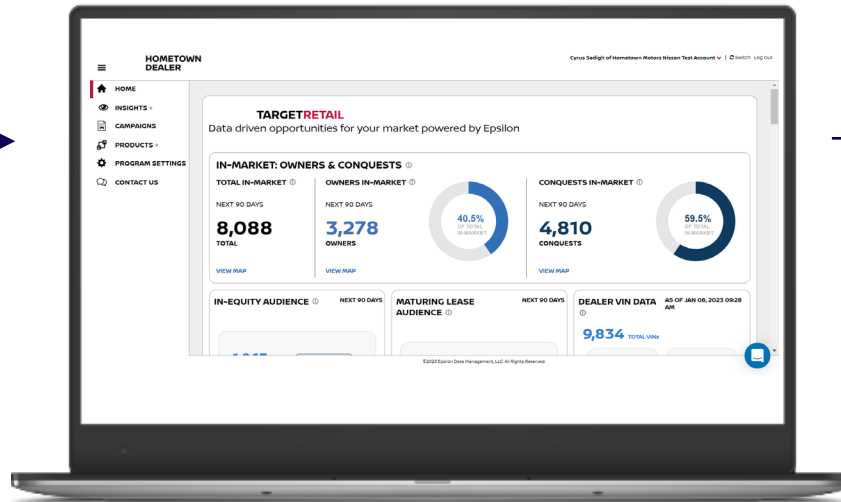
Demographic Data

Transactional Data

Engagement Data

Mobile & Device Data

## Single Sign-On Portal w/ Self-Serve Campaign Builder



## Intelligent Marketing



Online Display  
Geo-Targeting  
Social  
Email  
Direct Mail  
pURL

## Key Reporting & Measurements



EPSILON®

# KEY BENEFITS FOR RETAIL SUCCESS



## Intelligent Data

Proprietary, Real-Time  
Data Build



## In-Market Opportunities

Defined and purposeful



## Always On

Capabilities that include  
set it and forget it



## Inventory-Driven Offers

Offers based on  
in-stock availability



## Consumer Journey

Studies the journey from  
consideration to sale



• DEALER**FOCUSED**

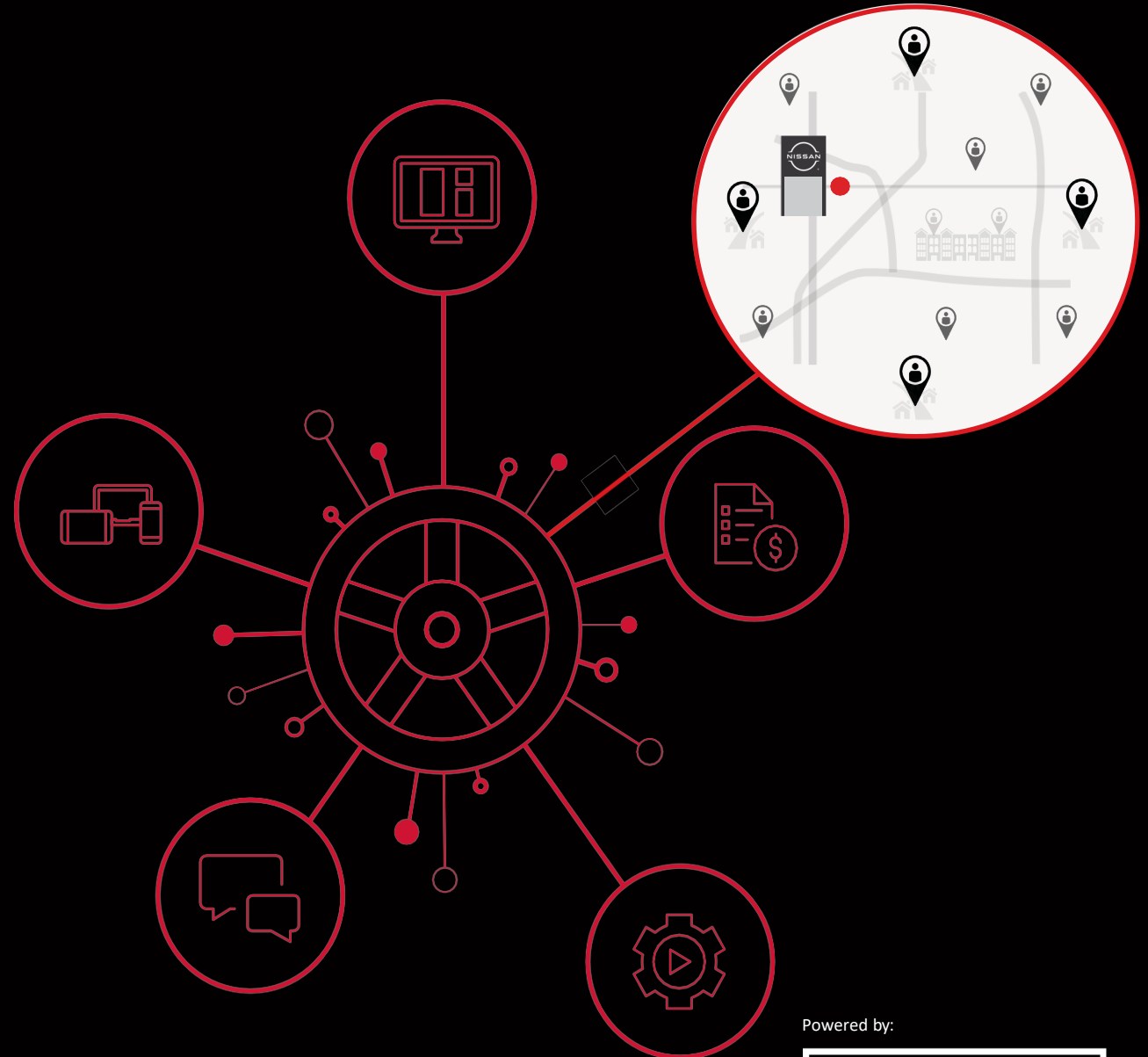
• NISSAN**SUPPORTED**

• RESULTS**DEFINED**

• DATA**DRIVEN**



# Target**Retail**



Powered by:





# TARGET RETAIL DASHBOARD

## Data driven opportunities

### In-Market

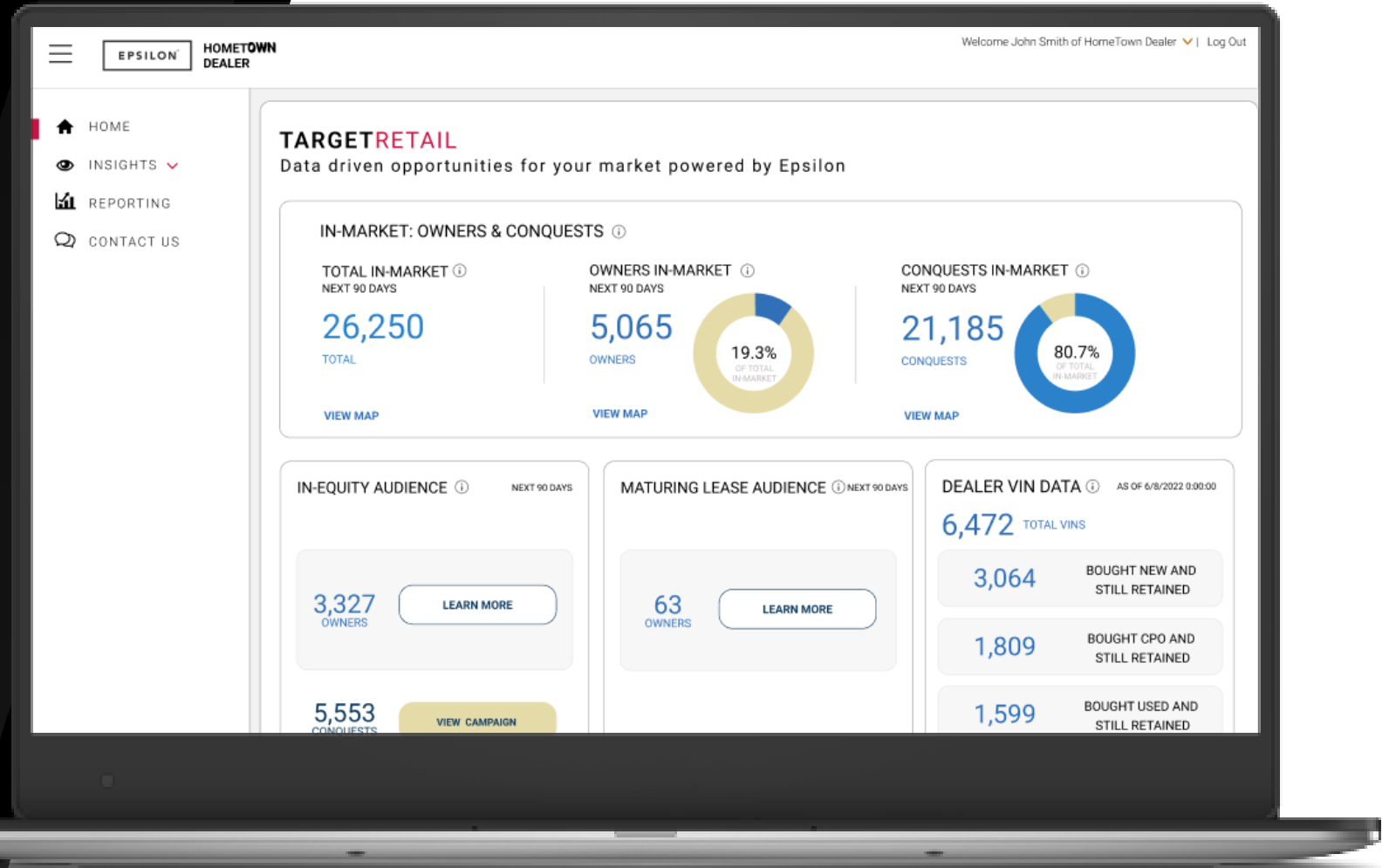
Owners | Conquest

### In-Equity

### Maturing Lease

### CPO & Used

### Dealer Sales Data

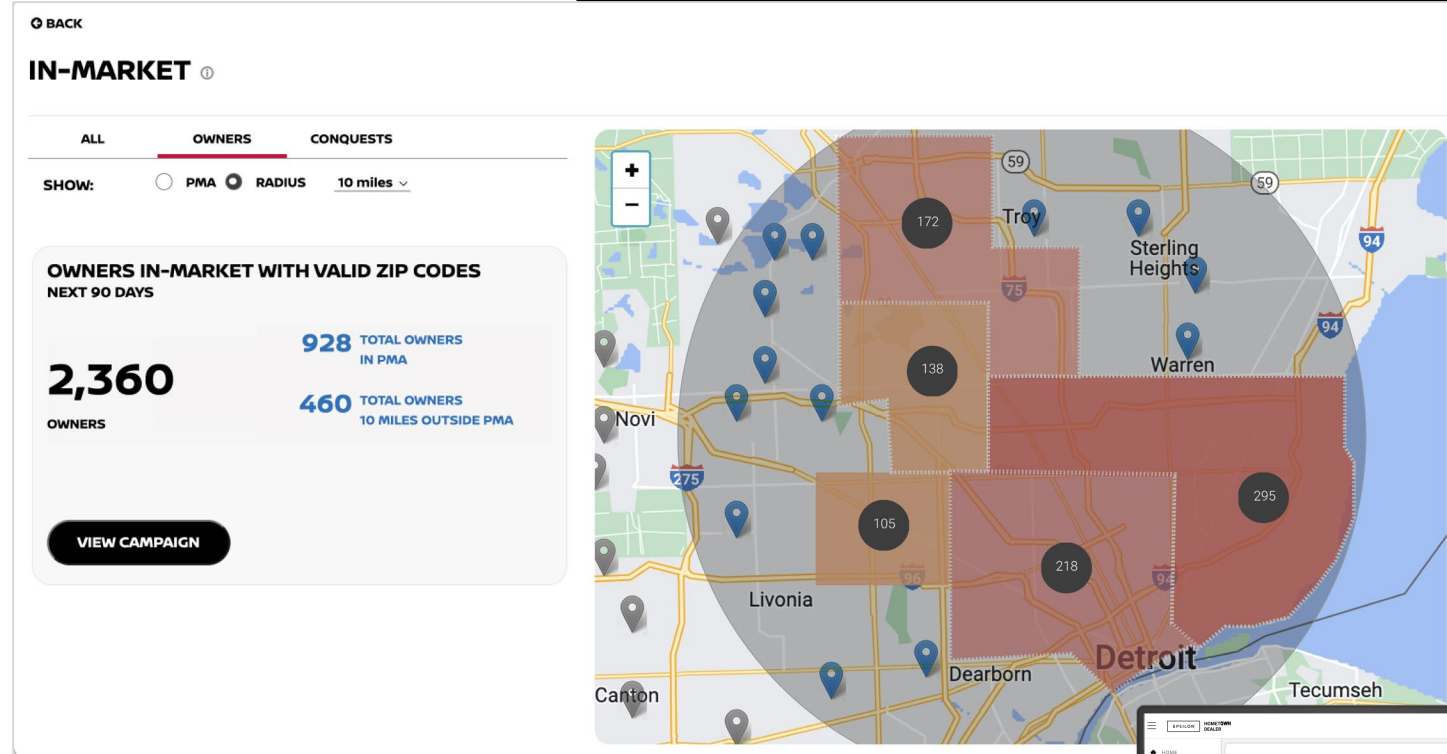


# TARGET RETAIL DASHBOARD

## Understand your Market Area

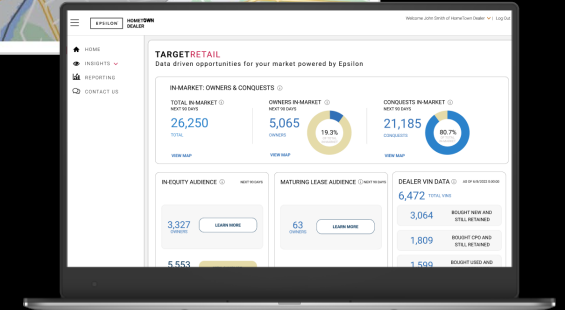
### In-Market

Owners | Conquest



**Know where your  
customers are coming from**

**Know customers you're  
missing within your PMA**



# TARGET RETAIL

## KEY INSIGHTS

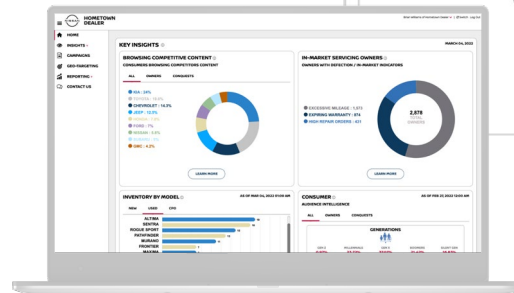
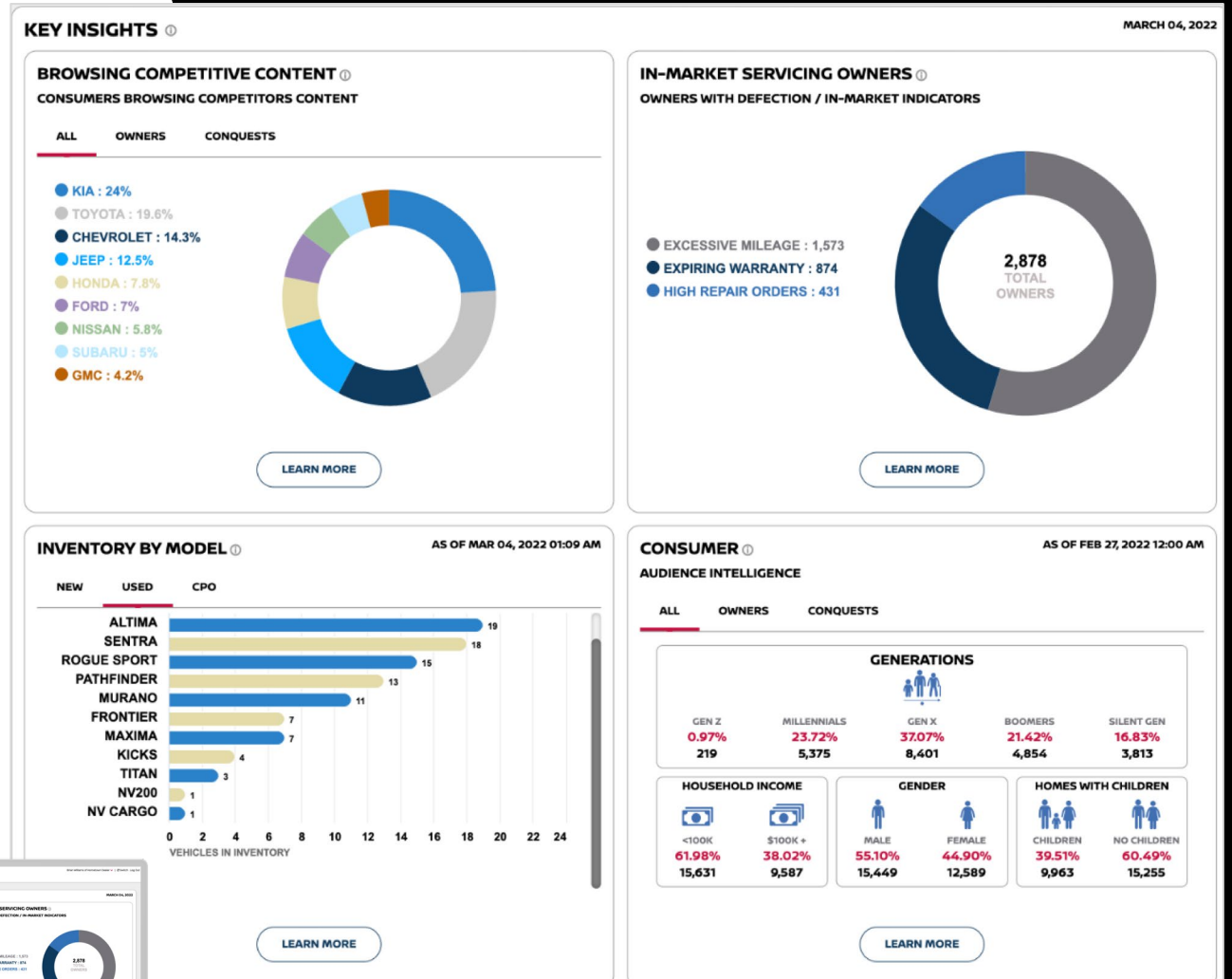
Understand your In-Market Opportunities

Online browsing activity

Defector possibilities

Inventory availability

Audience intelligence



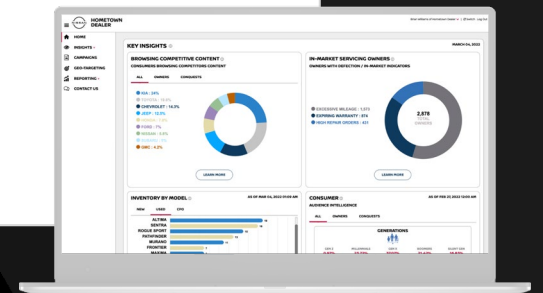
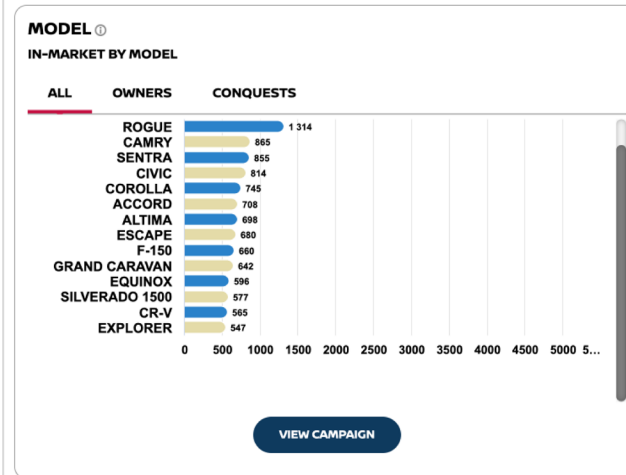
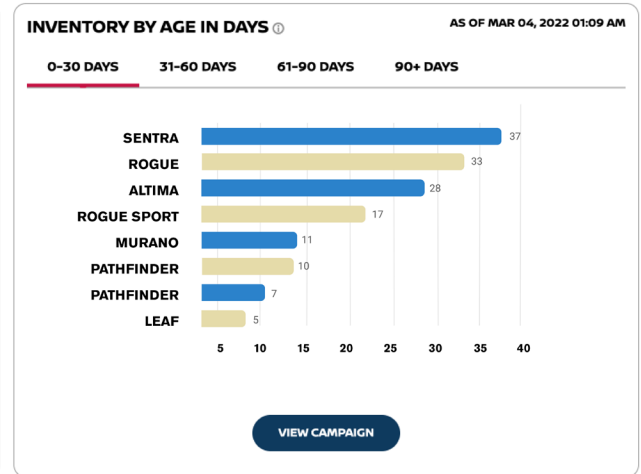
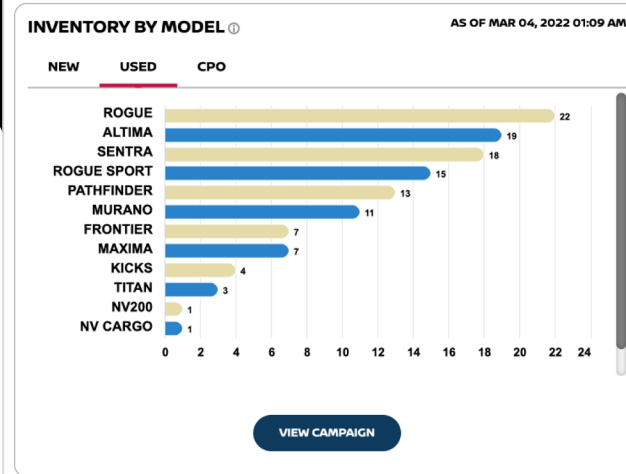
# TARGET RETAIL INVENTORY INSIGHTS

Match your Inventory Availability with Customers' Desire.

## INSIGHTS INVENTORY

MARCH 04, 2022

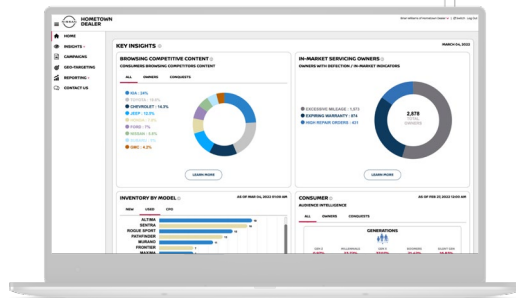
**INVENTORY BY MODEL** Represents The Number of Vehicles By Model Available. The Following Insights Provide More Detail On The Number Of Owner And/Or Conquests Who Are Currently In Market And Looking For A Particular Model, Which Is In-Market By Model. **INVENTORY BY AGE IN DAYS** Represents The Number Of Vehicles By Model In Number Of Days They Have Been On The Lot In 0-30, 31-60, 61-90 And 90+ Days Increments.



# TARGET RETAIL

## AFTERSALES INSIGHTS

Identify Sales Opportunities from real-time service factors.



### INSIGHTS

#### AFTERSALES

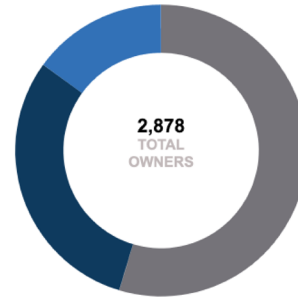
MARCH 04, 2022

In-Market Servicing Owner represents the number of owners with high defection/in-market indicators. These can be broken down further with the High Repair Orders, which is the number of customers with high repair orders greater than \$500 or \$1000 in the past 12 months. Expiring Warranty represents owners with expiring warranties and Excessive Mileage represents owners whose vehicles that have greater than 16,000 miles/year and vehicles greater than 2 years old.

#### IN-MARKET SERVICING OWNERS

OWNERS WITH DEFECTION / IN-MARKET INDICATORS

- EXCESSIVE MILEAGE : 1,573
- EXPIRING WARRANTY : 874
- HIGH REPAIR ORDERS : 431

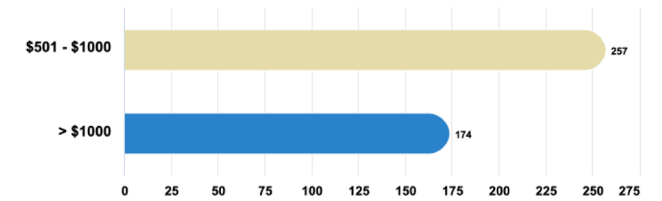


VIEW CAMPAIGN

#### HIGH REPAIR ORDERS

NUMBER OF CUSTOMERS WITH REPAIR ORDERS GREATER THAN \$500 AND \$1000 IN PAST 12 MONTHS

431 TOTAL

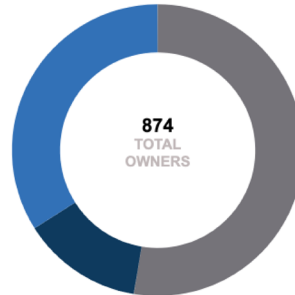


VIEW CAMPAIGN

#### EXPIRING WARRANTY

OWNERS WITH EXPIRING WARRANTIES

- 181 + DAYS : 460
- 121 - 180 DAYS : 117
- 0 - 120 DAYS : 297

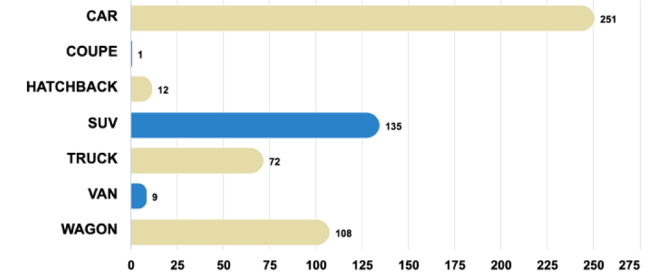


VIEW CAMPAIGN

#### EXCESSIVE MILEAGE

OWNERS WHOSE VEHICLE MILEAGE GREATER THAN 16000 MILES/YEAR & VEHICLE GREATER THAN 2 YRS OLD

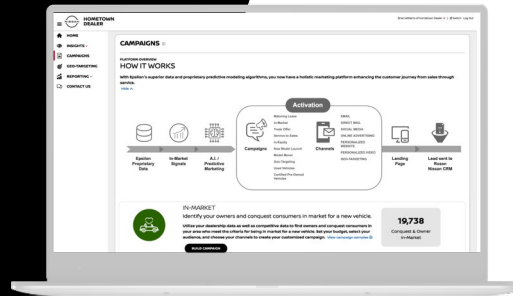
588 TOTAL



VIEW CAMPAIGN

# TARGET RETAIL PRE-BUILT CAMPAIGNS

With superior data & proprietary, predictive modeling – personalize the shopping journey – all starting online.



## CAMPAIGNS

### PLATFORM OVERVIEW

#### HOW IT WORKS

With Epsilon's superior data and proprietary predictive modeling algorithms, you now have a holistic marketing platform enhancing the customer journey from sales through service.

#### CHANNEL IMPRESSIONS

Opportunities for potential in-market audience reach across marketing channels mix in the next 30 days.

	DIRECT MAIL	EMAIL	SOCIAL	TOTAL IMPRESSIONS
IMPRESSIONS	1	1	5	
REACH	100%	80%	60%	
OWNERS	2,284	1,827	6,852	10,963
REACH	100%	60%	60%	
CONQUESTS	7,991	4,795	23,973	83,107
				10,963 IMPRESSIONS

#### AVAILABLE CAMPAIGNS

Select a campaign that best suits your needs... lorem ipsum aptent taciti sociosqu ad litora torquent per conubis nostra, per inceptos himenaeos. Curabitur ac justo dignissim metus pharetra condimentum. Quisque laoreet inistique lectus.



##### IN-MARKET

Identify your owners and conquest consumers in market for a new vehicle.

Utilize your dealership data as well as competitive data to find owners and conquest consumers in your area who meet the criteria for being in market for a new vehicle. Set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

19,738

Conquest & Owner  
In-Market



##### IN-EQUITY

Target your owners and conquest consumers with the current equity of their vehicle.

Identify owners and potential owners with positive equity on their current vehicle which they can use toward a new vehicle purchase or lease. Set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

8,846

Conquest & Owner  
In-Equity



##### TRADE IN OFFER

Make targeted offers to owners and conquests.

Target your owners and conquest consumers within your market with an offer from your dealership to buy back their current vehicles based on their present vehicle type and current payment. Set your budget, select your audience, and choose your channels to create a customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

5,128

Conquest & Owner  
Trade In Offer



##### SERVICE TO SALES

Identify consumers in your ADR with vehicles that are due for service.

This program identifies consumers likely due for service. Triggers include, expired warranties, excessive miles, vehicle age, time since last visit or previously declined service. With this campaign, you can set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

1,013

Conquest & Owner  
Service to Sales



##### MATURING LEASE

Target your current owner and conquest consumers with expiring leases.

Contact NMAC captive finance owner-lessees, independent contract owner-lessees and competitive-make lessees near the end of their leases. Set your budget, select your audience, and choose your channels to create your customized campaign. [View campaign samples](#)

BUILD CAMPAIGN

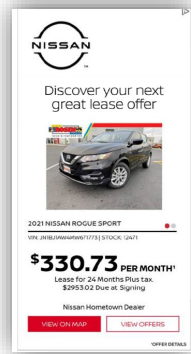
403

Conquest & Owner  
Maturing Lease

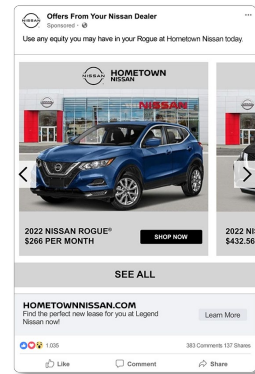
# TARGET RETAIL

## PERSONALIZED DIGITAL MARKETING ACROSS THE SHOPPER'S JOURNEY

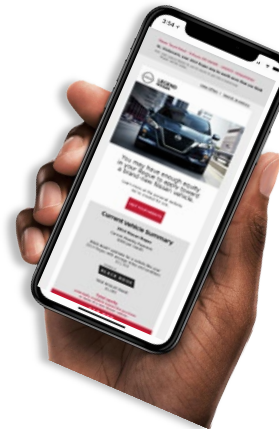
### Always On Display



### Social



### Email



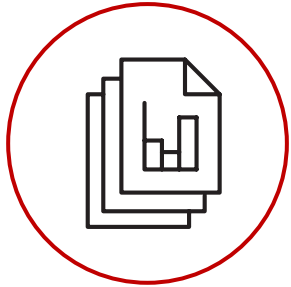
### Direct Mail



pURL

Customers Are Encouraged to Submit a Lead Form  
All Leads Delivered Instantly to Dealer's CRM

# KEY BENEFITS FOR RETAIL SUCCESS



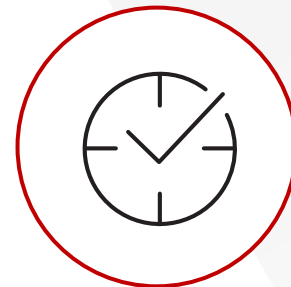
## Intelligent Data

Proprietary, Real-Time  
Data Build



## In-Market Opportunities

Defined and purposeful



## Always On

Capabilities that include  
set it and forget it



## Inventory-Spun Offers

Offers based on  
vehicle availability



## Consumer Journey

Studies the journey from  
consideration to sale

