

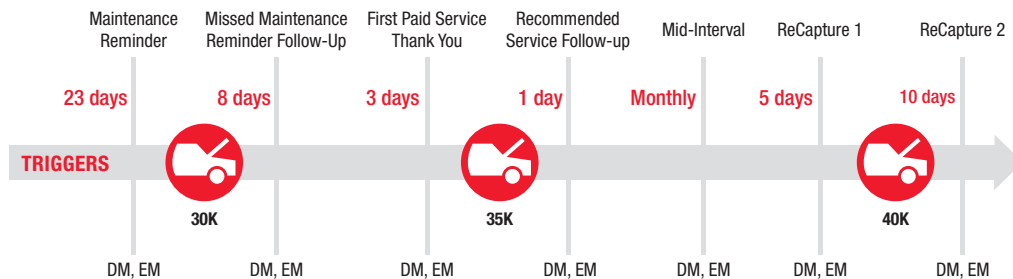
EPSILON OPTIONAL SERVICES AND COMMUNICATIONS FILL GAPS AND MAXIMIZE OPPORTUNITIES.



Epsilon has been a Toyota Partner for 13 years, having created and launched ToyotaCare & OCP.

The Owner Communication Program (OCP) manages primarily dealer Active & loyal **Green** VINs.

To communicate to InActive/**Purple** VINs not covered, Epsilon offers an optional turnkey cadence solution that helps convert **Purple** customers to **Green** so they may be managed under the Toyota-funded communication program.



Dealers can also customize their own cadence options by selecting from a list of available communications.

Communication	Mail and Email	Email Default/ Mail Backfill	Phone
Capture	•	•	
Thank You for Purchase (New and Used)	•	•	
Missed First 5K Service Follow-Up	•	•	•
Missed ToyotaCare Maintenance	•	•	•
Pre-30K Toyota Transition	•	•	•
After Service Thank You	•	•	
Anniversary	•	•	
State Inspection	•	•	
At Risk Recovery	•	•	•
End of Warranty	•	•	
Big Spender Thank You	•	•	
Sales: In-Market	•	•	
Sales: Movers	•	•	
Sales: Out of Warranty, High RO	•	•	
Sales: Any RO, High Mileage	•	•	



Dealer-customized Landing Pages

Dealer-customized landing pages host your cadence and Ad Hoc campaigns, using offers and video content to increase consumer engagement.



Ad Hoc Solutions

Whether it's through email, direct mail, social or target display channels, Epsilon offers a variety of Ad Hoc campaign themes and creative options to stay connected with your customers with aftersales communications for everything from ToyotaCare to recall campaigns.



Program Reporting

An online reporting portal offers a comprehensive suite of dealer reports with benchmarks to measure performance and success.

