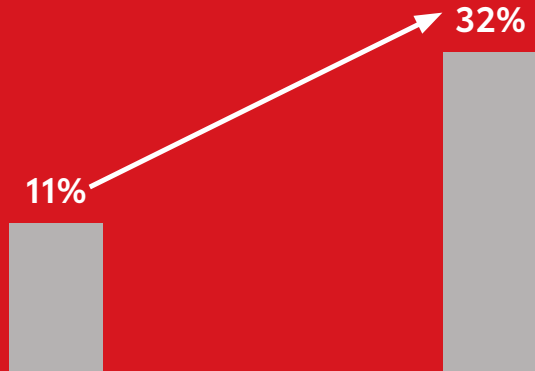




## Dealer-Funded VINs Returning to Corporate-Funded Status Due to Increased Loyalty

VINs receiving dealer funded messages

were **3X** as likely to return to service loyalty

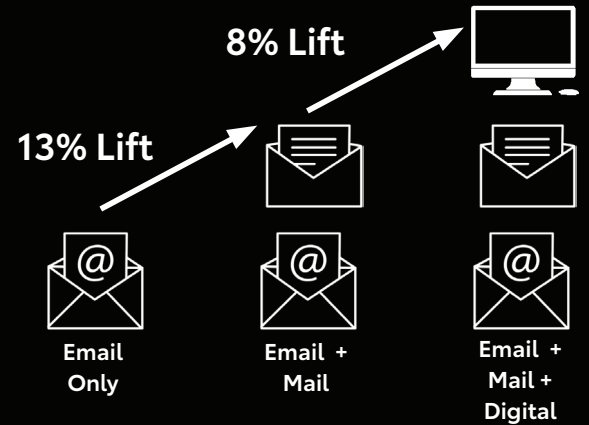


VINs NOT receiving dealer-funded messages

VINs receiving dealer-funded messages

**WHY  
TOYOTA  
DEALERS  
USE US!  
\$280 AVG CP  
PER RO**

# CASE STUDY



**Net Impact: 22% Lift**

Please contact Epsilon Program Headquarters at 877-400-0433 or [ToyotaPHQ@Epsilon.com](mailto:ToyotaPHQ@Epsilon.com)

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# Epsilon OCP for INACTIVE PURPLE VINS

## #1 Custom Loyalty Program for your Toyota Dealership.

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