

TOYOTA

EPSILON®

Strategy

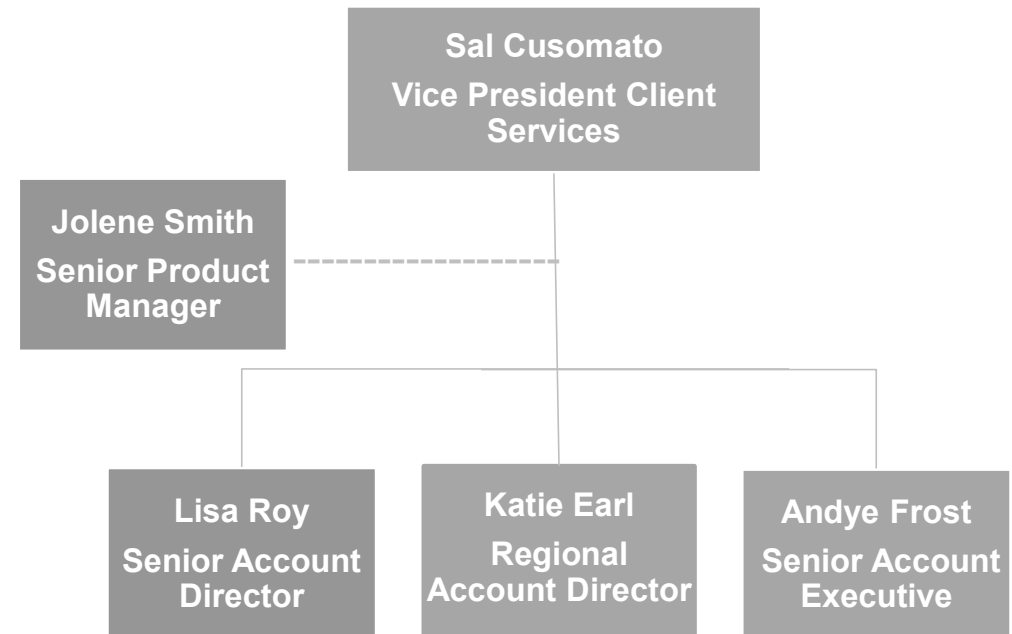
- Ask dealer questions – get feedback on what’s important to them and their business objectives, understand their overall processes that can affect customer experience
 - Listen to what customers are saying when you walk through the showroom or customer lounge areas
 - Share best practices from other dealerships to help make suggestions for improvement
- Review prior month results
- Review dealer performance against KPIs
 - Align Solutions to improve KPIs & meet/exceed dealer objectives, ID ROI
- Review campaign calendar and Hot Sheet Items
- Offer recommendations, summarize in Action Plan, communicate to all stakeholders



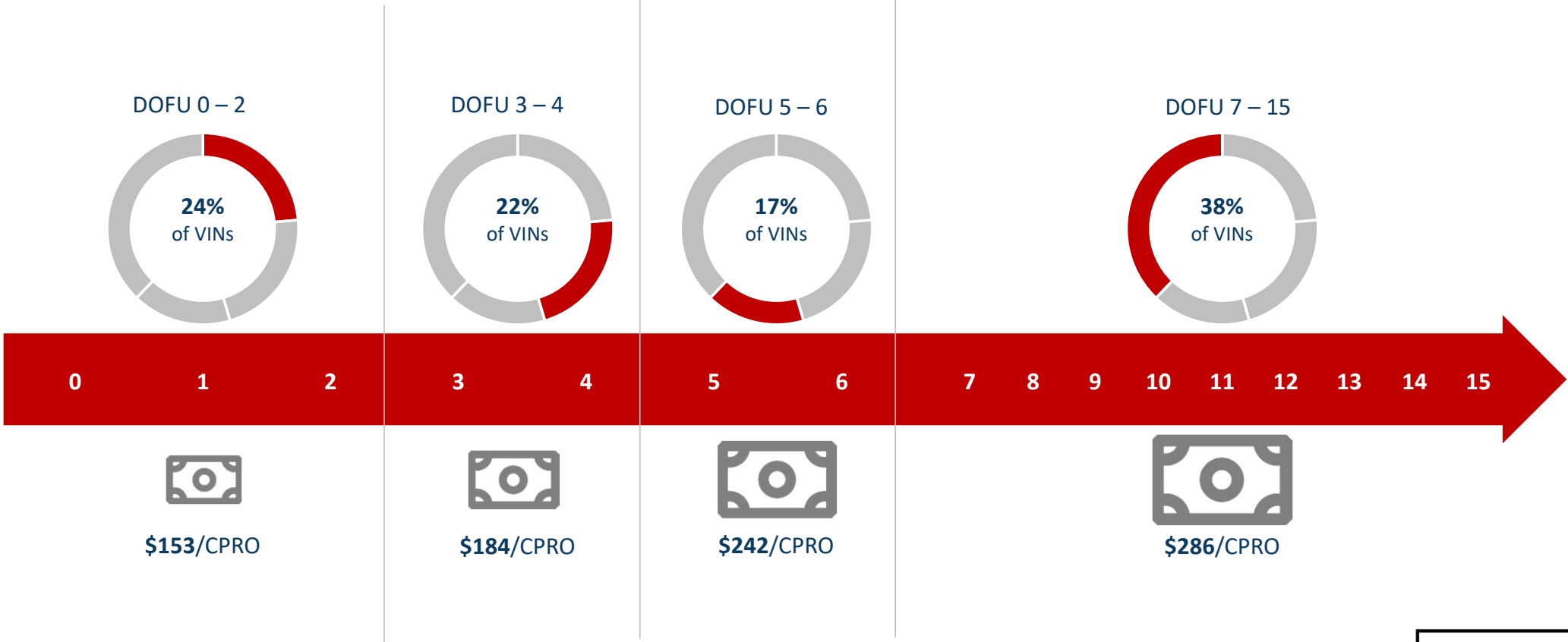
Client Services Team

Our Customers

- Client HQ – Program Management Tier 1
- Tier 2 Client Regional – Business Reviews, Marketing
- Toyota Dealers – Customer Service & QC
- Epsilon Field & PHQ – Sales/Service Support
- Epsilon Affiliates & Partners – Channels & Products



Message & Offers By DOFU Based Segmentation



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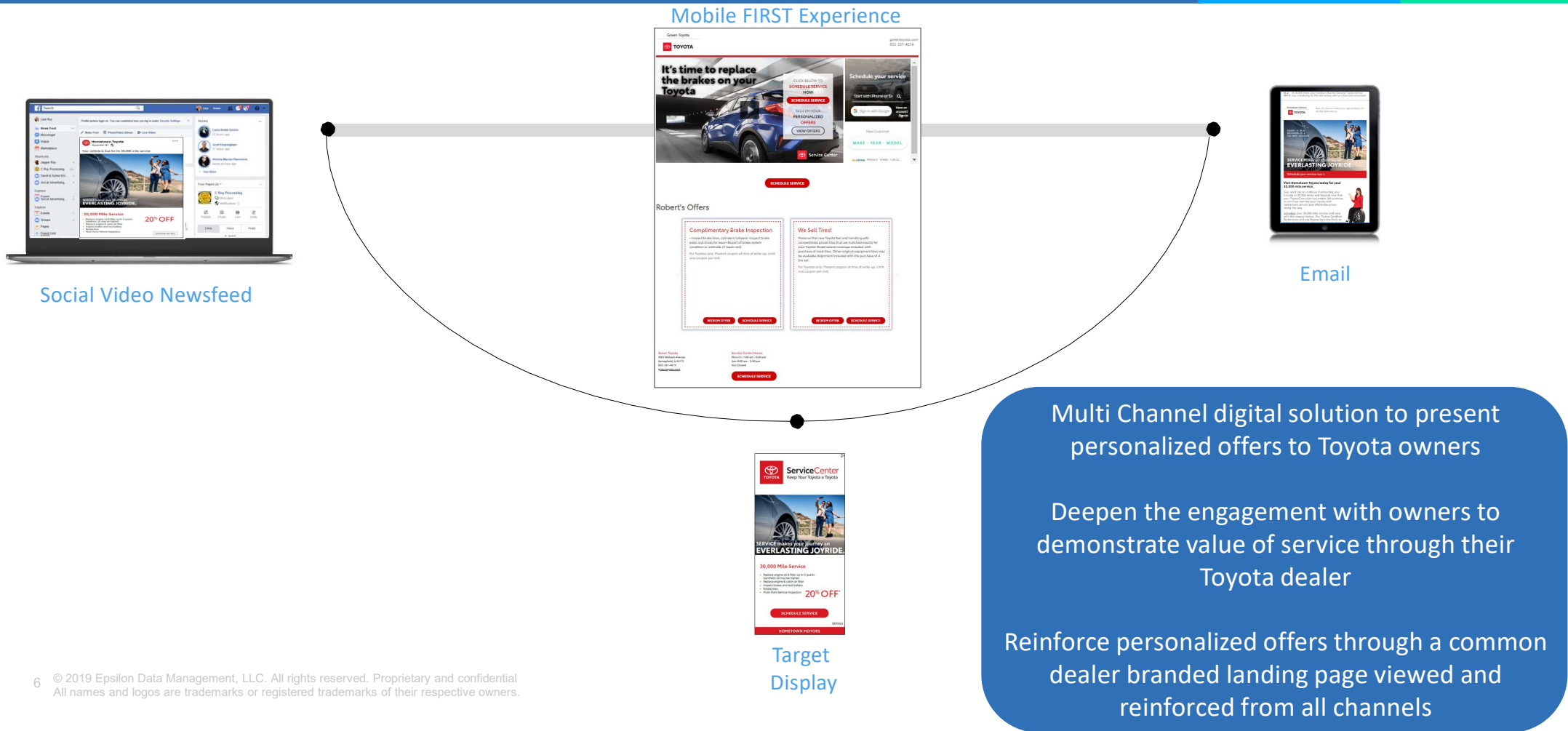


Smart Couponing

- Customer Value and modeled Attrition risk will provide additional dimensions of segmentation — supplementing DOFU-based segmentation
- These value-based segments will drive centralized selection of specific offers from a set of possibilities preselected by the dealer



Owner Journey overview and goals



Dealer branded Video Landing Page

- Extension of the dealer's website
- Deliver offers personalized to the owner from digital channels
- Custom video messages specific to the service being promoted
- Designed to motivate the owner to take action – stop-in, call, schedule service

Roehrich Toyota
roehrichtoyota.com
412-344-6012

TOYOTA

Get tires, keep roaming.

CLICK BELOW TO
SCHEDULE SERVICE
NOW

SCHEDULE SERVICE

REDEEM YOUR
PERSONALIZED
OFFERS

VIEW OFFERS

Service Center

SCHEDULE SERVICE

Joshua's Offers

Buy 4 Tires and Save!
Mount and Balance included with Purchase!
Preserve that new Toyota feel and handling
with competitively priced tires that are
matched exactly for your Toyota! Road hazard
coverage included with purchase of most
tires. Other original equipment tires may be
available.

\$5.00 OFF

For Toyotas only. Present coupon at time of
write-up. Not valid with other coupons.

REDEEM OFFER
SCHEDULE SERVICE

Complimentary Brake Inspection

- Inspect brake lines, cylinders/calipers
- Inspect brake pads and shoes for wear
- Report of brake system condition or estimate
of repair cost

For Toyotas only. Present coupon at time of
write-up. Not valid with other coupons.

REDEEM OFFER
SCHEDULE SERVICE

Roehrich Toyota
2020 W. Liberty Avenue
Pittsburgh, PA 15226
412-344-6012
roehrichtoyota.com

Service Center Hours
Mon - Fri: 7:30 am - 8:00 pm
Sat: 8:30 am - 4:00 pm
Sun: Closed

SCHEDULE SERVICE

Save Offers

Last Chance to Save Offers:

- Prompt customer to save their coupons prior to exiting the landing page

Complimentary Multi-Point Inspection

We inspect the following areas of your Toyota: • All belts, hoses and fuses • Headlights, brake lights and turn signals • Check all fluid levels • Tire wear & pressure • Suspension, air filter and wiper blades

Free

For Toyotas only. Present coupon at time of service. Limit one coupon per visit. Expires 5/17/2019. This coupon will be automatically sent to your email when clicking on SCHEDULE SERVICE.

Discount on Any Toyota Scheduled Maintenance

Come in and save on your next Toyota Scheduled Maintenance! • Includes Parts & Labor, see Advisor for details • Scheduled Maintenance recommended every 5,000 miles or 6 months, whichever comes first

\$5.00 OFF

For Toyotas only. Present coupon at time of service. Limit one coupon per visit. Expires 5/17/2019. This coupon will be automatically sent to your email when clicking on SCHEDULE SERVICE.

Save your offers before they expire?

*Select below option(s) to receive offers.

PLEASE ENTER VALID EMAIL ADDRESS

Jan.Smith@gmail.com ✓

PLEASE ENTER VALID MOBILE NUMBER

228-190-4287 ✓

Remind me before the offers expire

YES, SEND ME

NO THANKS

Confirmation

Your offers have been sent to: Jan.Smith@gmail.com

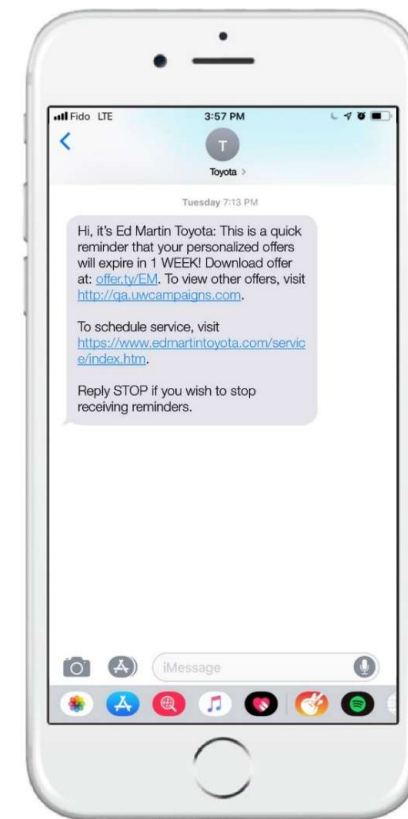
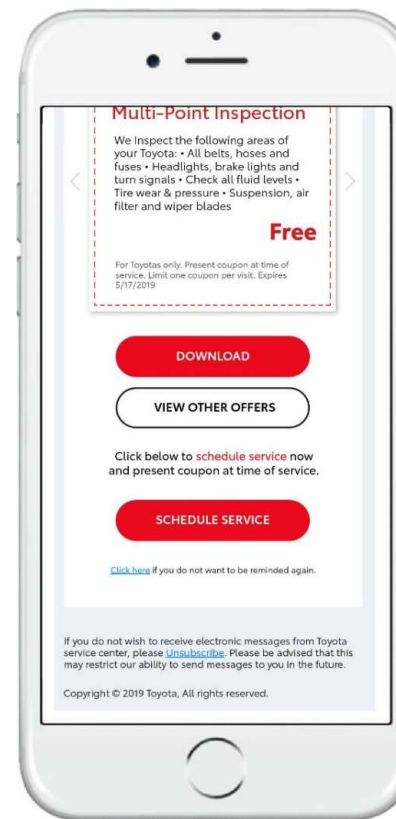
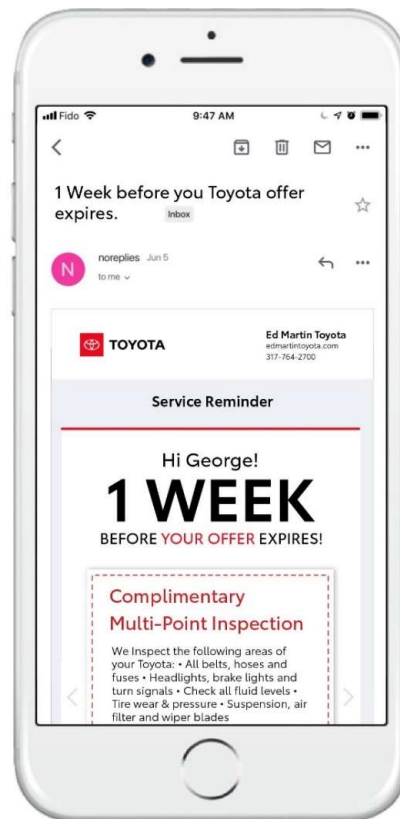
Present coupon at time of service appointment.

SCHEDULE SERVICE

Offer Expiration Reminders

Offer Reminder:

- Sent one week prior to Offer expiration
 - Customer receives message via chosen channel



Accurately recognizing individuals

Drives everything we do

Identity Resolution



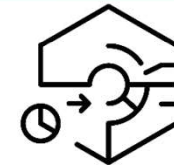
Individualized Profiles

A deep understanding of every consumer



Decisioning & Delivery

Delivering highly relevant messages across all channels



Measurement & Insights

Continuously learning, optimizing to Toyota Repair Orders

Unique data unified into a CORE ID



Petabytes of person-level data, across 7,000+ attributes, attach to the right CORE ID in real time.

- **Who I am**

- Demo and Lifestyle data, including US Census & first party commerce data

- **What I buy**

- 120M Online and Offline purchases daily

- **What I watch**

- Broadcast & digital consumption, with 540M Content hours analyzed monthly

- **What I browse**

- 200B+ interactions observed daily across 1.1M websites

- **Where I go**

- 5B+ opt-in location points observed daily, within 3.5 meters

- **How I connect**

- 535M devices seen, including iOS & Android

EPSILON

EVERY INTERACTION COUNTS™



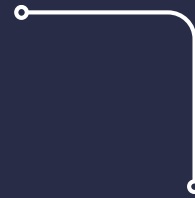
Display



Mobile



Video



**INDIVIDUAL
PROFILES**



**DEVICE
INFORMATION**



**DECISIONING
ENGINE**



**PERSONALIZED
CONVERSATIONS**



**MEASUREMENT
AND INSIGHTS**



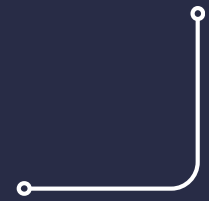
Phone



Dealership



Online



THANK YOU

EPSILON[®]