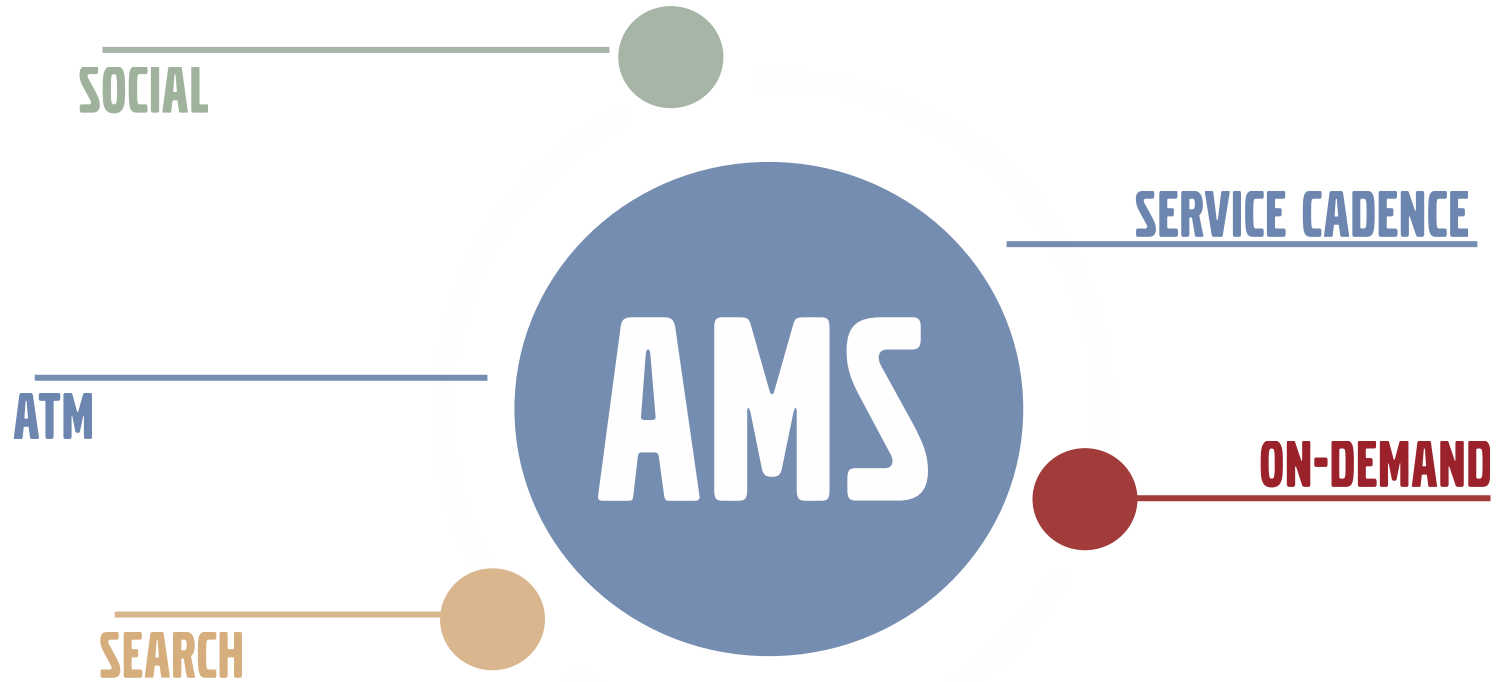


V O L V O

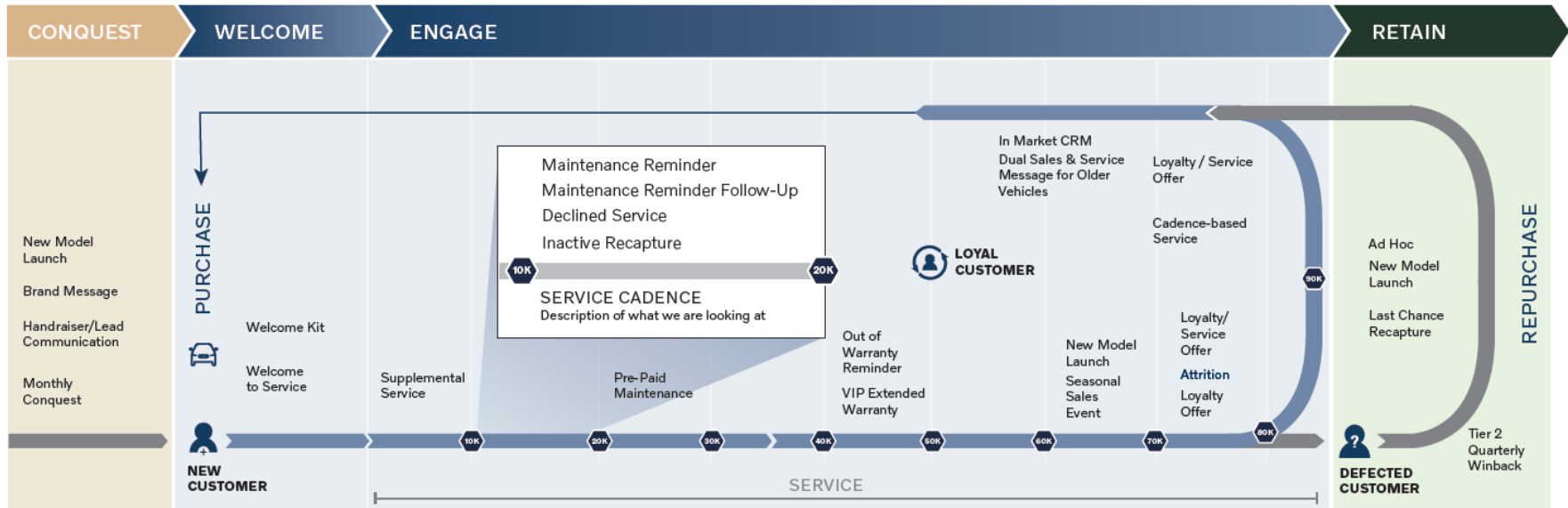
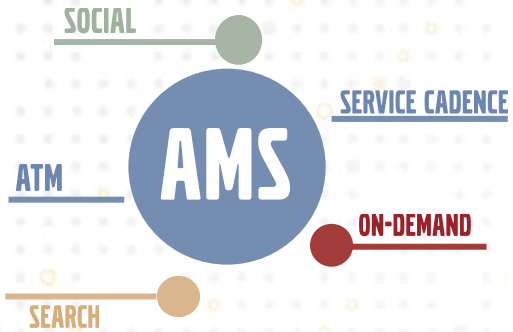
AFTERSALES MARKETING SOLUTION



VOLVO AMS AN OMNI CHANNEL 360-DEGREE VIEW OF CUSTOMER

A combination of integrated omni-channel programs that work with synergy, shared efficiencies, communicating databases and highly specialized strengths.

When working together, they offer a 360-degree view of customer communications that optimizes targeting, message content and frequency across all programs.



SERVICE CADENCE

ATM CAMPAIGNS

ON-DEMAND CAMPAIGNS

EPSILON®

Automotive

AFTERSALES TACTICAL MARKETING ATM

PROGRAM FEATURES/BENEFITS:

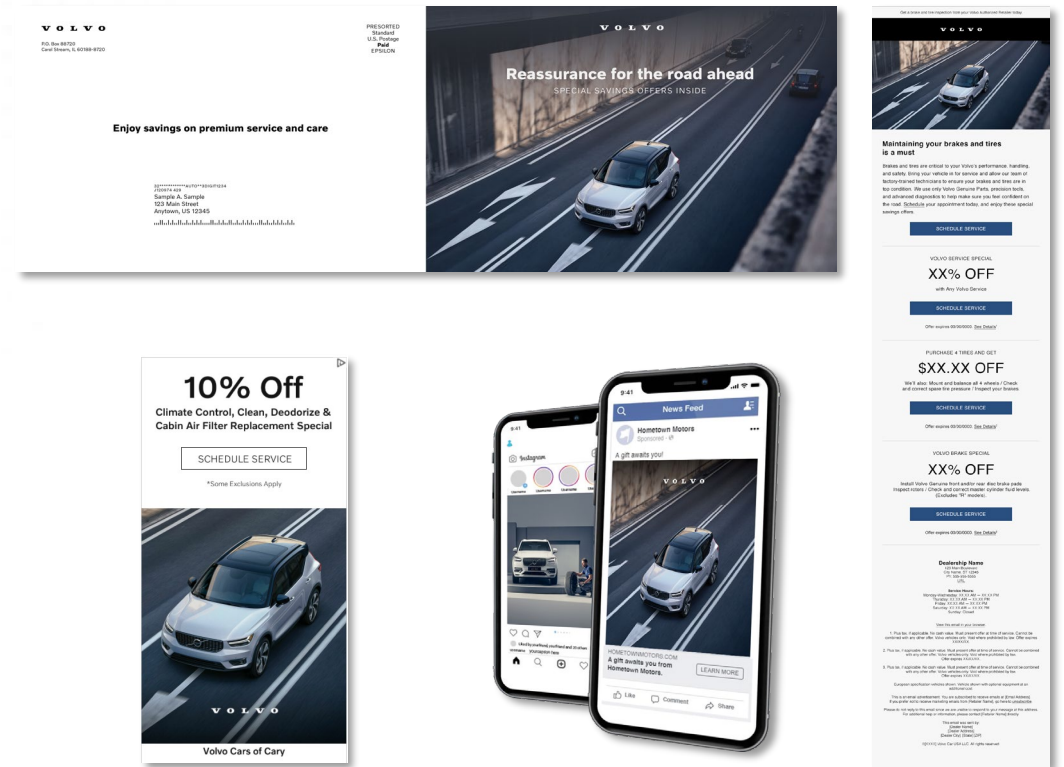
- 100% Volvo Funded
- Leverages Advanced Analytics and Predictive Modeling to precisely target owners with the highest propensity to respond to communications with specific opportunities of focus
- Maximizes Aftersales marketing spend and ROI across service, retention and loyalty opportunities
- 24/7 access to view and manage all program details via ATM Web portal, including: campaign details and communications, campaign history, offer management and results
- Scan Codes with personalized deep-links to schedule service

Segmentation/Offers:

Volvo segmentation is designed to determine the best channel, creative, messaging and offer for each of your customers. Only offers at the offer values you have chosen are used, with segmentation driving which offer values goes to an appropriate owner.

Communications:

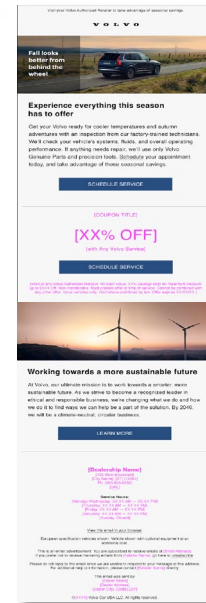
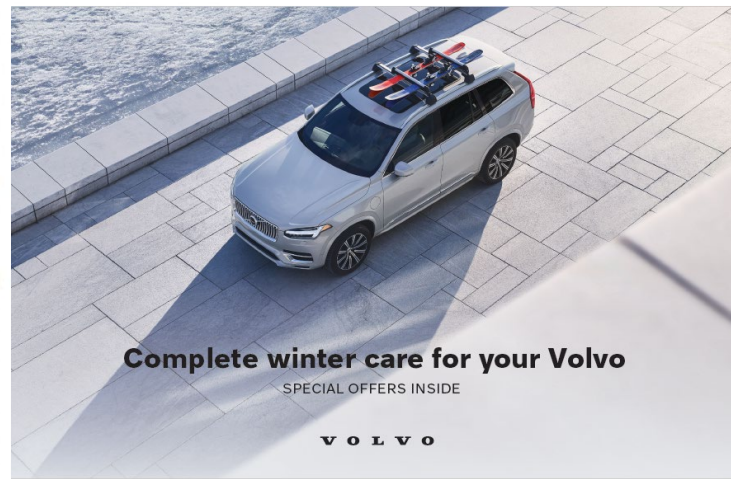
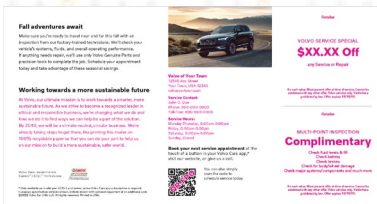
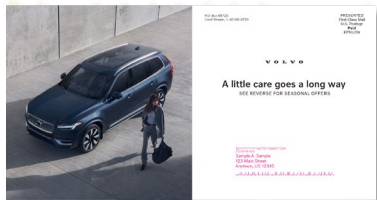
Monthly, targeted direct mail, email and targeted display campaigns are developed based on precise data. The number and focus of campaigns vary by target opportunity and program objectives.



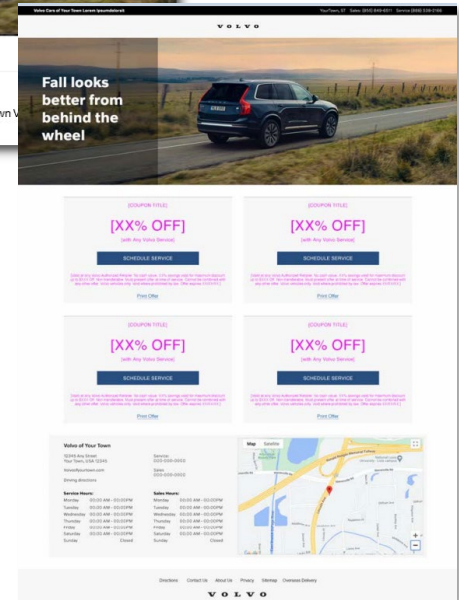
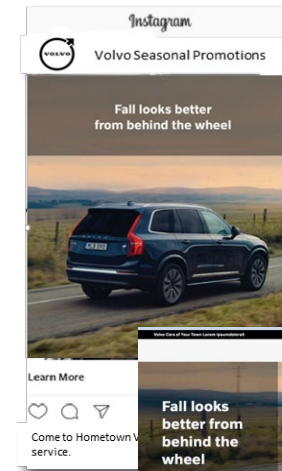
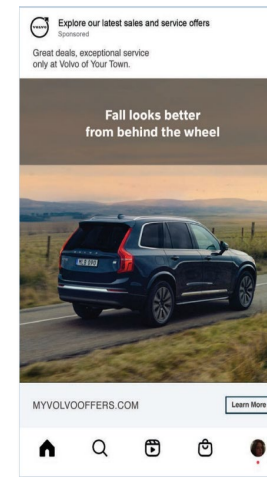
ON-DEMAND CAMPAIGN BUILDER

ON-DEMAND DIRECT MAIL, EMAIL AND SOCIAL CAMPAIGNS

- On-Demand Direct Mail, Email and Social enables you to create retail sales campaigns and drive traffic to your service department
- Selection of pre-built templates with Volvo approved image library and pre-designed banners to choose from for fast turnaround
- Retailer customization includes dynamic headlines, custom messaging, retailer contact information, and new mix and match offers
- Certified Pre-Owned VIN integration now available
- With VIN integration technology, email campaigns can now showcase walkaround videos of your current used and CPO inventory
- Online reporting – accessible 24/7
- Little or no administration required
- Special APR or lease offers



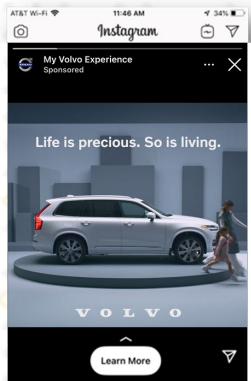
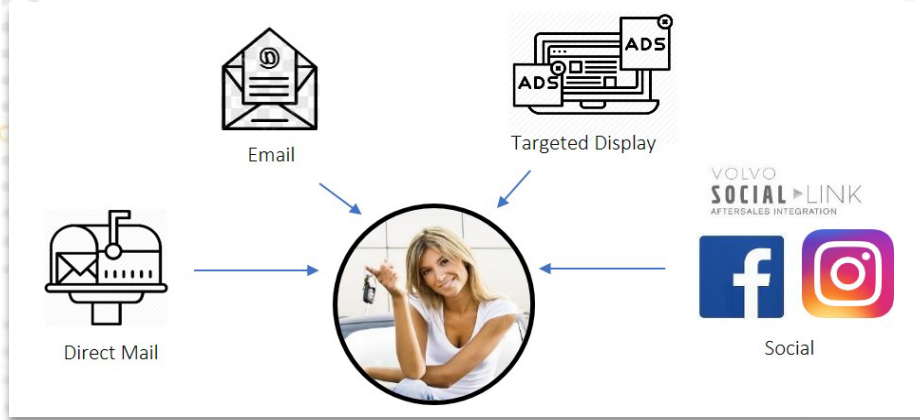
SOCIAL PLUS UP NOW AVAILABLE FOR BOTH EM/DM BUILDER AS AN ENHANCEMENT



On-Demand Social. On FB/IG

Social Landing page

VOLVO SOCIAL



This fully integrated with our Aftersales Marketing Solution, Social leverages our program's data to serve Facebook and Instagram video ads to your customers news feed with relevant in-market offers for ATM and Service Cadence as only Epsilon can do. Data segmentation will help determine the right message, with the right offer, to the right customer at the right time.

VOLVO SEARCH

Search helps retailers harness the power of Google to create optimized and customized ads to boost repair orders. It works by targeting prospective customers who are in market, local, and actively searching and driving them to the retailer service page.

Search works independently of other AMS components but is the perfect addition to Aftersales marketing efforts.

