



The **Ultimate**
Driving Machine®

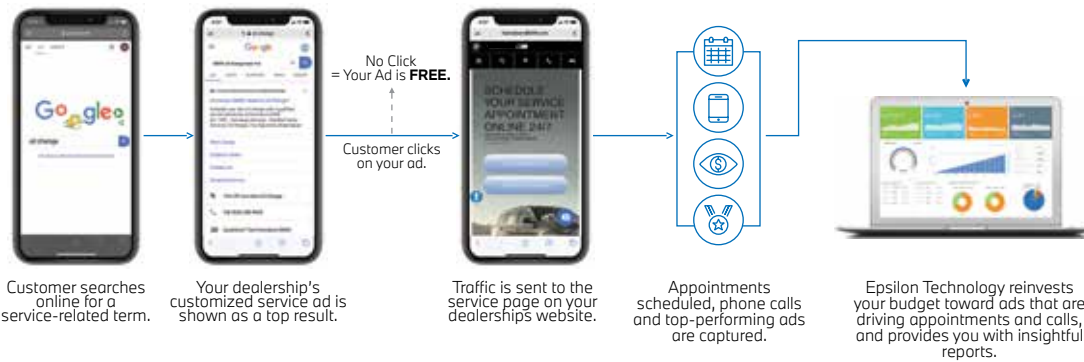
DRIVE CUSTOMERS TO YOUR SERVICE DEPARTMENT WITH SERVICE ADVANTAGE SEARCH.

IMPROVE YOUR BMW STORE'S SEARCH RANKING — AND SERVICE REVENUES.

Epsilon's paid search advertising program — Service Advantage Search — helps you **harness the power of Google** to put your BMW Center in the top tier of search results for parts and service from active, local and conquest customers. With optimized and customized ads, Epsilon helps you **drive clicks, calls and appointments**, so you can:

- Bring new BMW customers into your store — and bring back inactive/lapsed ones
- Compete with independent service shops
- Make the most of your 60% BMW co-op

HOW IT WORKS



SMARTER SPEND

Epsilon Target Digital helps optimize your campaigns by concentrating your spend on ads that utilize the most-searched maintenance keywords and phrases to drive leads, phone calls and, ultimately, customers to your BMW store.



RESULTS ON DEMAND



Increased Service Scheduler Traffic



Service Phone Calls



Clicks, Impressions & Budget



Top-performing Keywords & Ads

WHAT YOUR SERVICE ADVERTISING PACKAGE INCLUDES:

- Aftersales Search Ads
- Ad Copy Testing
- Reporting
- Automated Campaign Management
- Ongoing Optimization
- No Set-Up Fees: \$0

MAKE YOUR BMW CENTER STAND OUT.



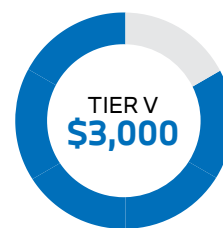
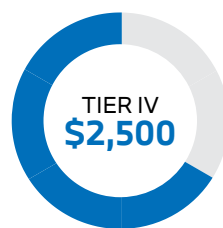
Search Engines are the **number one source** for dealer's website traffic.



The average dealer's website will not show up organically for most Aftersales-related searches.



Most dealers spend **less than 5%** of their digital budget on Aftersales.



Enhanced Audience Reach

Maximum Audience Reach

Plus, all digital media — including ads — are eligible for a 60% co-op.