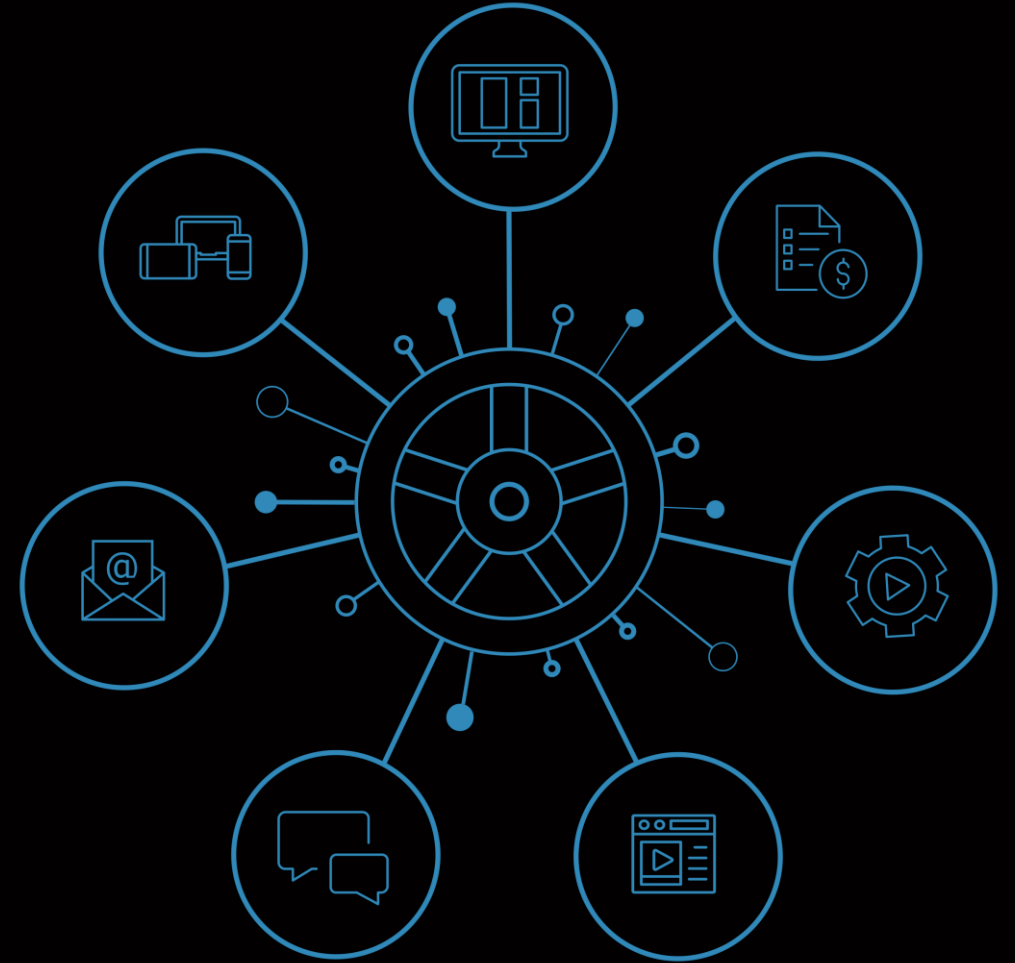


- DEALERFOCUSED
- GMSUPPORTED
- RESULTSDEFINED
- DATADRIVEN



CSSRETAIL



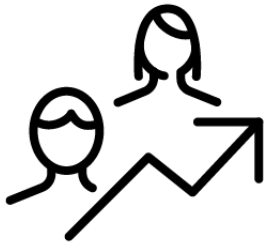
Powered by:

Epsilon®

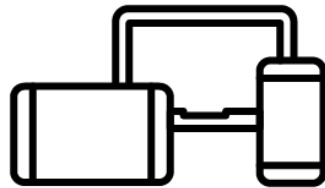


CSSRETAIL

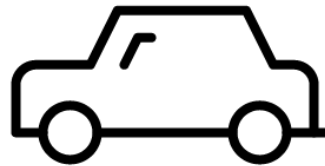
## — WHAT YOU WANT



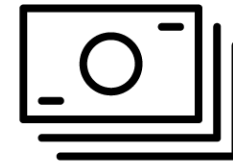
Only target real, in-market shoppers



Reach consumers across multiple channels on all their devices in real-time



Market only YOUR dealership's inventory to buyers



Accurately gauge effectiveness of your campaigns and reduce ad waste

Powered by:

**Epsilon**<sup>®</sup>



CSSRETAIL

## INTELLIGENT DATA

Epsilon connects consumers digital fingerprint, their behaviors, and their next vehicle purchase intention to your dealership. **CSSRETAIL** puts you in front of the active car buyer.

- Over 200M Unique Individual ID's
- 7,000+ Consumer Actionable Attributes
- 250M+ Universal Conquest Records
- 1st Party OEM Data Feed Direct Inventory Access

## OVER 200M INDIVIDUAL CONSUMER PROFILES ARE CREATED WITH A CORE ID



Defining the who, where & how to connect with in-market shoppers

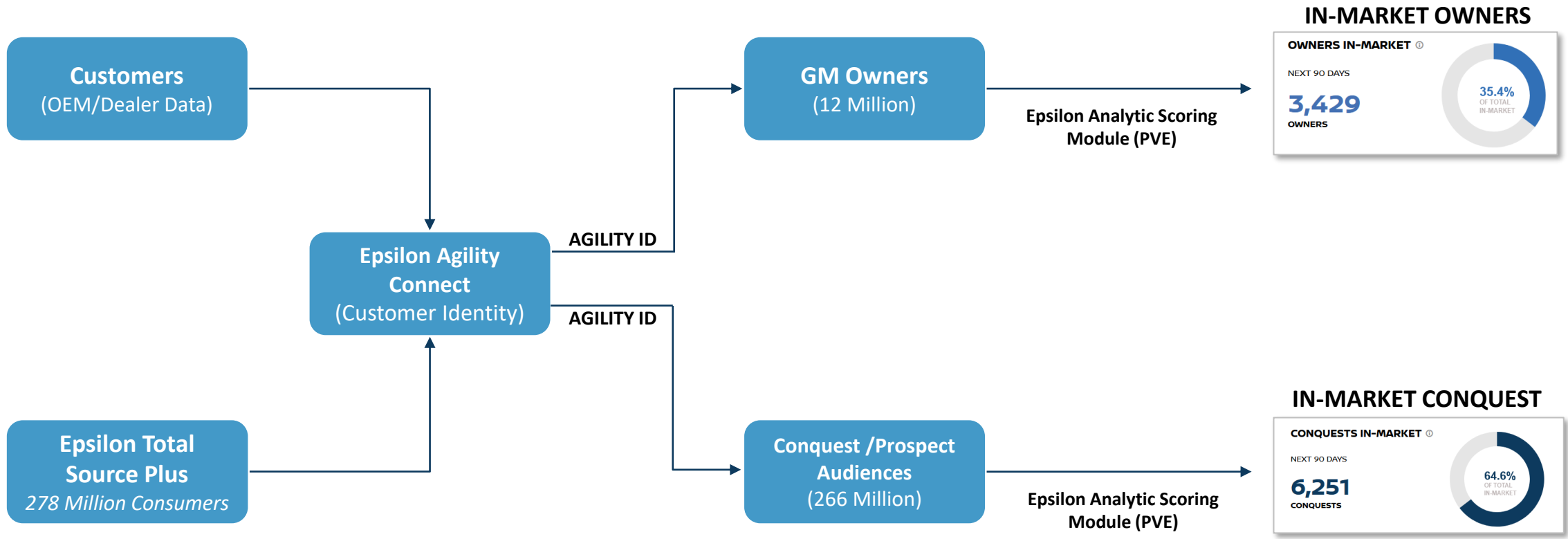
Marketing on the right device, at the right time, with the right message

Powered by:

Epsilon®



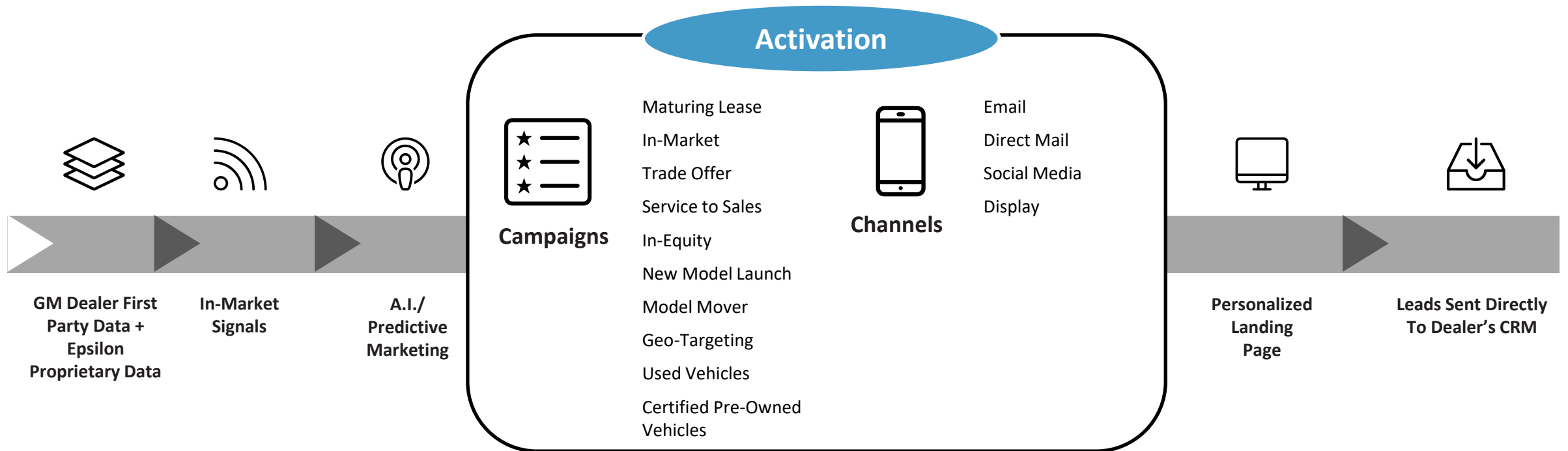
## IN-MARKET CONSUMER MODELING





# HOW IT WORKS

Single Sign-On Portal w/ Self-Serve Campaign Builder



Powered by:









CSSRETAIL

# INVENTORY DRIVEN DYNAMIC CREATIVE

**FIND NEW ROADS IN A NEW CHEVROLET.**

Sample A. Sample  
123 Main Street  
Anytown, USA 12345

Dear [Sample A. Sample],

It's incredibly easy to upgrade to a new Chevrolet at [Hometown Motors]. We currently have many national and regional incentives that could make buying or leasing a new Chevy more affordable than you ever thought.

When you visit the **personal website** we've created for you, you'll learn about your present vehicle's potential value, the money-saving offers available, as well as how to set up a test-drive or make an appointment to discuss all your new vehicle buying or leasing options.

We look forward to hearing from you soon.

Sincerely,  
[Name of Dealership Representative]  
[Title]

[Hometown Motors XXXXXXXXXXXXXXXXXXXXXXX]  
[1234 Main Street]  
[Anytown, US 12345]  
[0000] 000-0000  
[www.hometowndealer.com]

Sales Hours  
[Mon.-Thurs. 9:00 am - 9:00 pm]  
[Fri. 9:00 am - 9:00 pm]  
[Sat. 9:00 am - 9:00 pm]  
[Sun. 9:00 am - 9:00 pm]

**VISIT YOUR PERSONAL WEBSITE TODAY TO UPGRADE TO A NEW CHEVROLET.**

We've put together a special website just for you to see how easy it is to drive away in the Chevrolet vehicle you've been waiting for.

SCAN  
Using your mobile phone, scan the QR code with your camera and you'll be taken directly to your personal website.

OR  
VISIT  
[variable URL]

**MODULE 1**      **MODULE 2**

**FIND NEW ROADS IN A NEW CHEVROLET.**

Dear [Firstname],

It's incredibly easy to upgrade to a new Chevrolet at [Hometown Motors of Hometown]. We currently have many national and regional incentives that could make buying or leasing a new Chevrolet more affordable than you ever thought.

When you visit the **personal website** that we've created for you, you'll learn about your present vehicle's potential value, the money-saving offers available, as well as how to set up a test-drive or make an appointment to discuss all your new vehicle buying or leasing options.

We look forward to hearing from you soon.

Sincerely,  
[Name of Dealership Representative]  
[Title]

**DRIVE HOME A NEW CHEVY.**

**PPD DEALER STOCK WEBSITE ASSET**

[YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL]  
[YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL]  
[YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL]  
[YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL] [YEAR][MAKE][MODEL]

[FEATURED MSRP]  
[XX,XXX.XX]

**VIEW ALL CURRENT OFFERS**

**HOMETOWN CHEVROLET**

123 Main St  
HOMETOWN, US 12345  
0000-000-1234

SEALER HOURS	SERVICE HOURS
Mon: 9:00 AM - 8:00 PM	Mon: 7:00 AM - 5:00 PM
Tue: 9:00 AM - 8:00 PM	Tue: 7:00 AM - 5:00 PM
Wed: 9:00 AM - 8:00 PM	Wed: 7:00 AM - 5:00 PM
Thu: 9:00 AM - 8:00 PM	Thu: 7:00 AM - 5:00 PM
Fri: 9:00 AM - 8:00 PM	Fri: 7:00 AM - 5:00 PM
Sat: 9:00 AM - 8:00 PM	Sat: 7:00 AM - 5:00 PM
Sun: 9:00 AM - 8:00 PM	Sun: 7:00 AM - 5:00 PM

**CONFIRM YOUR CONTACT INFORMATION.**

How would you like us to contact you about this vehicle?

First Name: [Name]  
Last Name: [Name]  
Email: [Email]  
Phone: [Phone]  
Address: [Address]

Only Vehicles In **YOUR** Inventory Are Advertised to the Right Customer With the Right Offer

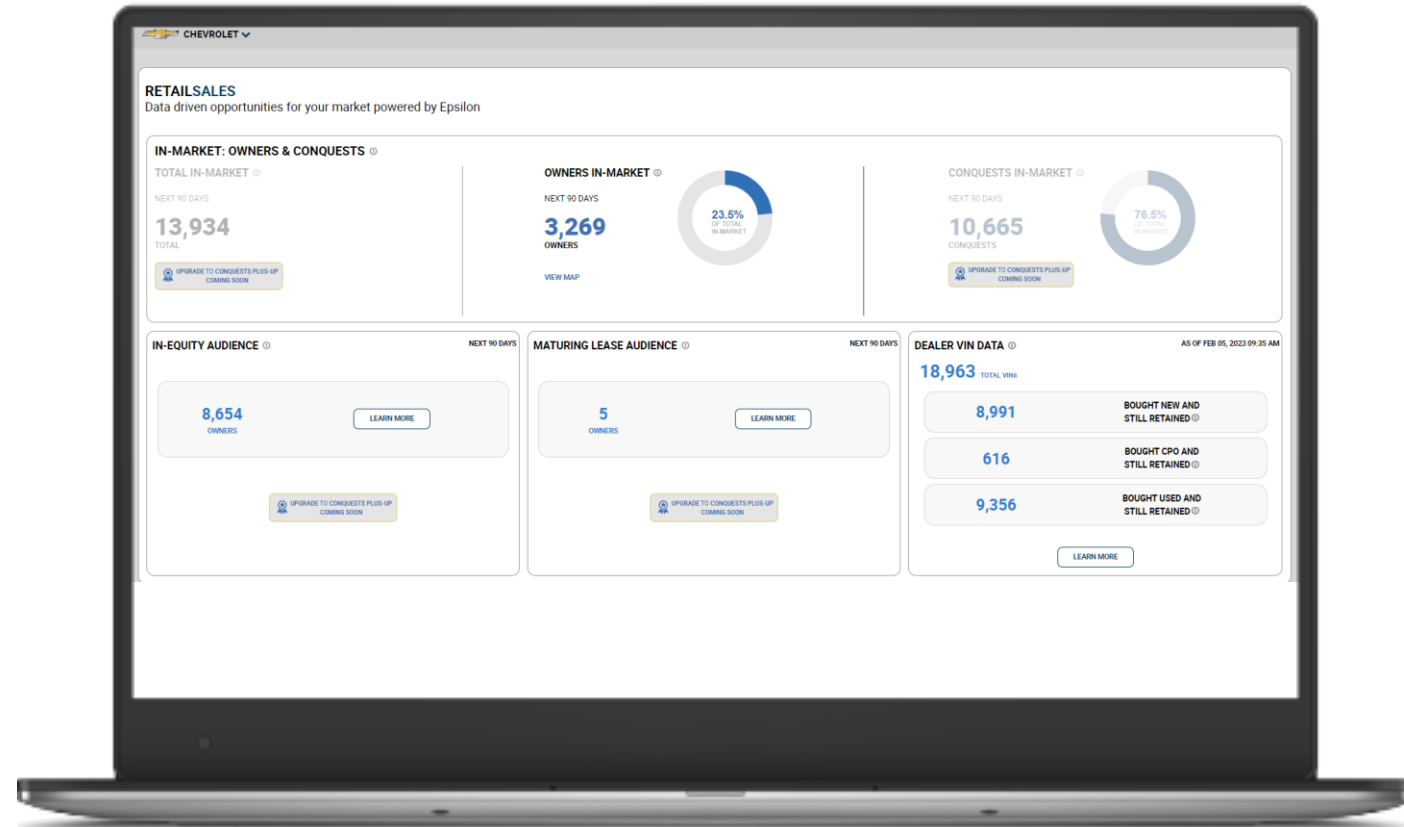


CSSRETAIL

## YOUR CUSTOM DASHBOARD

CSSRetail allows you to seamlessly execute pinpointed, multi-channel marketing campaigns from a single dealer-centric platform

All campaigns executed through CSSRetail are data-driven, dealer personalized and qualify 100% iMR Turnkey Match.



Powered by:







## — GAIN GREATER CUSTOMER INSIGHT

Through proprietary modeling technology, you'll get unlimited access to in market customers when they're ready to buy.



Online browsing activity



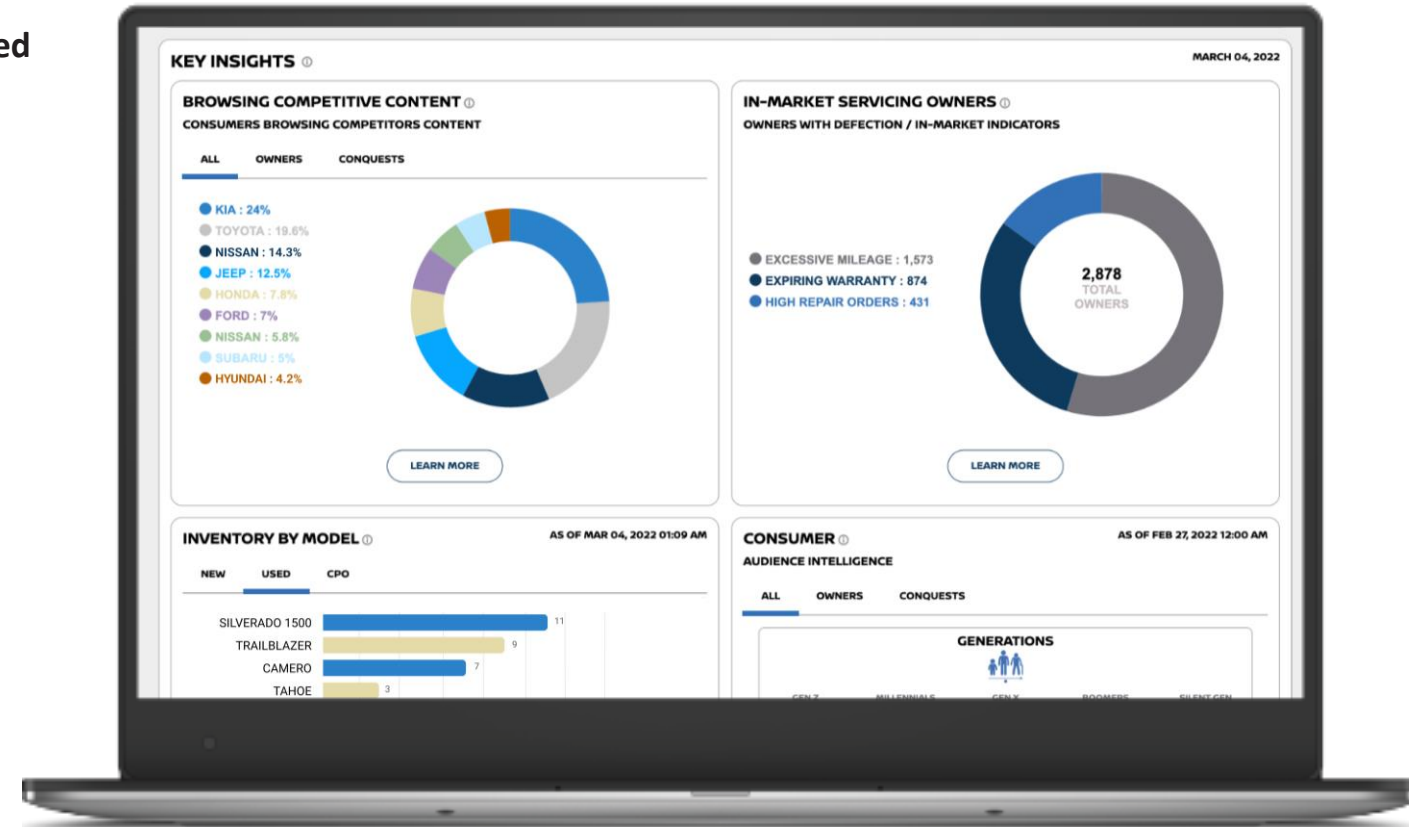
Defector possibilities



Inventory availability



Audience intelligence





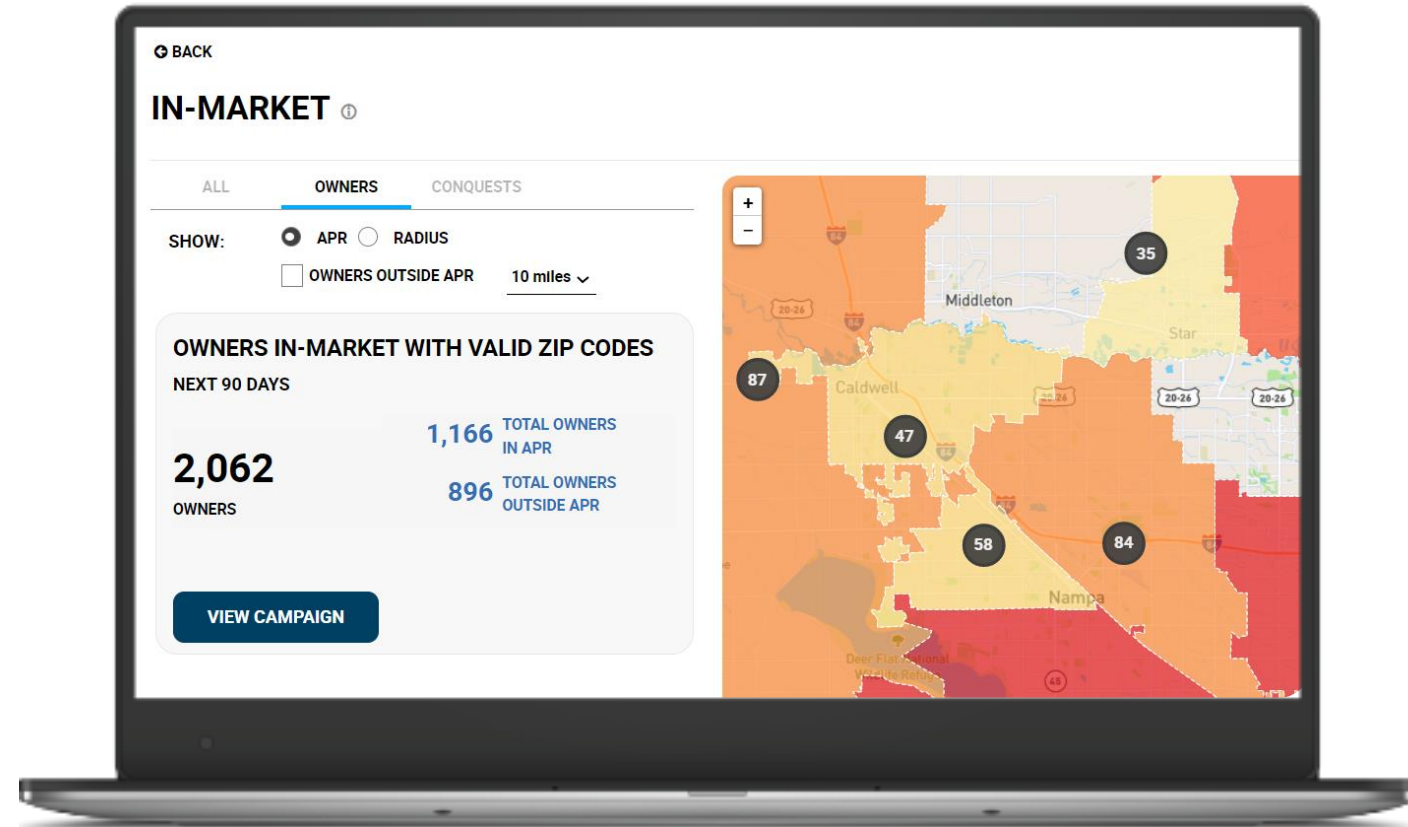
## — UNDERSTAND YOUR MARKET AREA



Know where your customers are coming from



Identify in-market customers you're missing within your AGSSA





## INVENTORY INSIGHTS



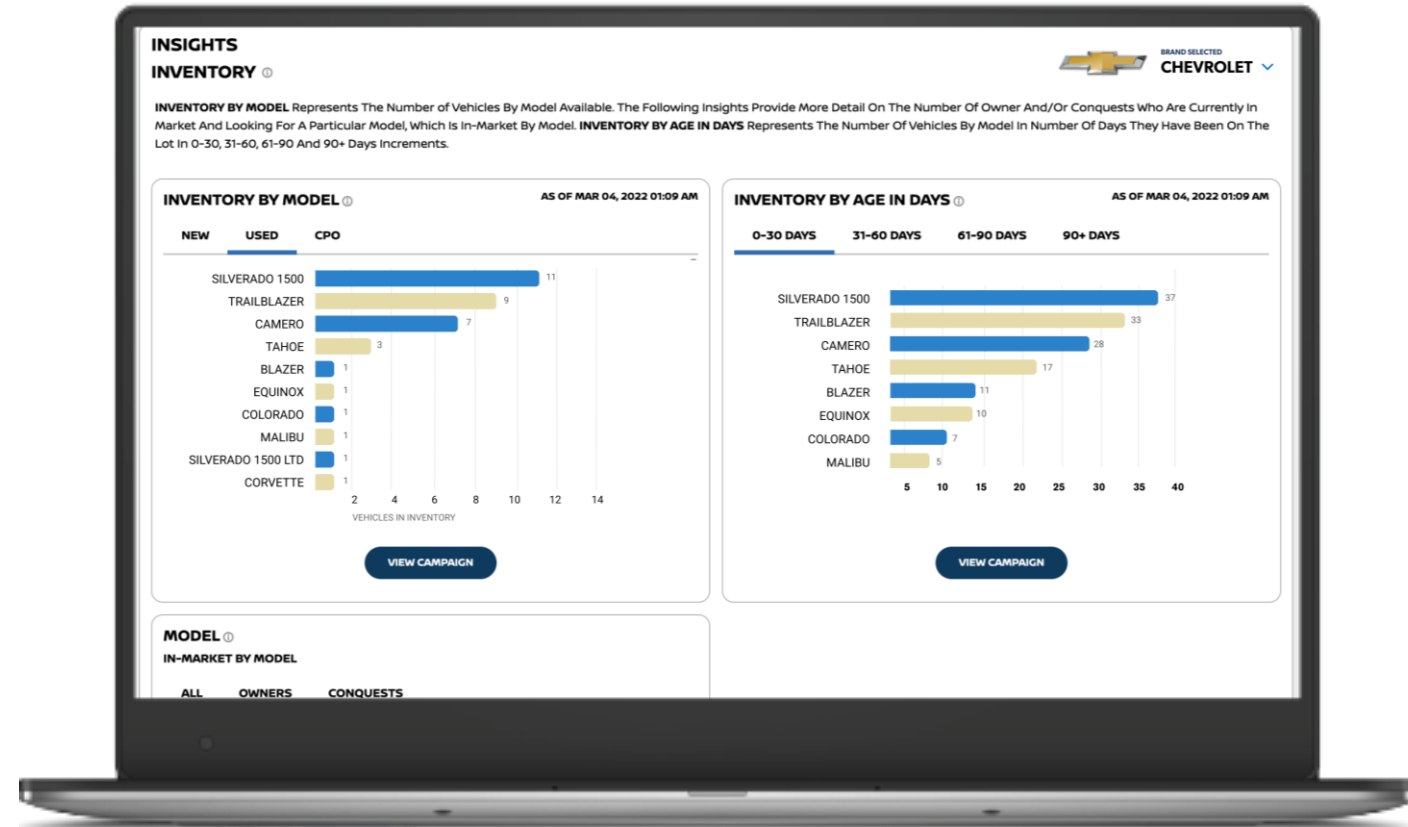
Match your inventory availability with customer's desire.



Identify and plan for aging inventory.



See what models have the most in-market consumers.





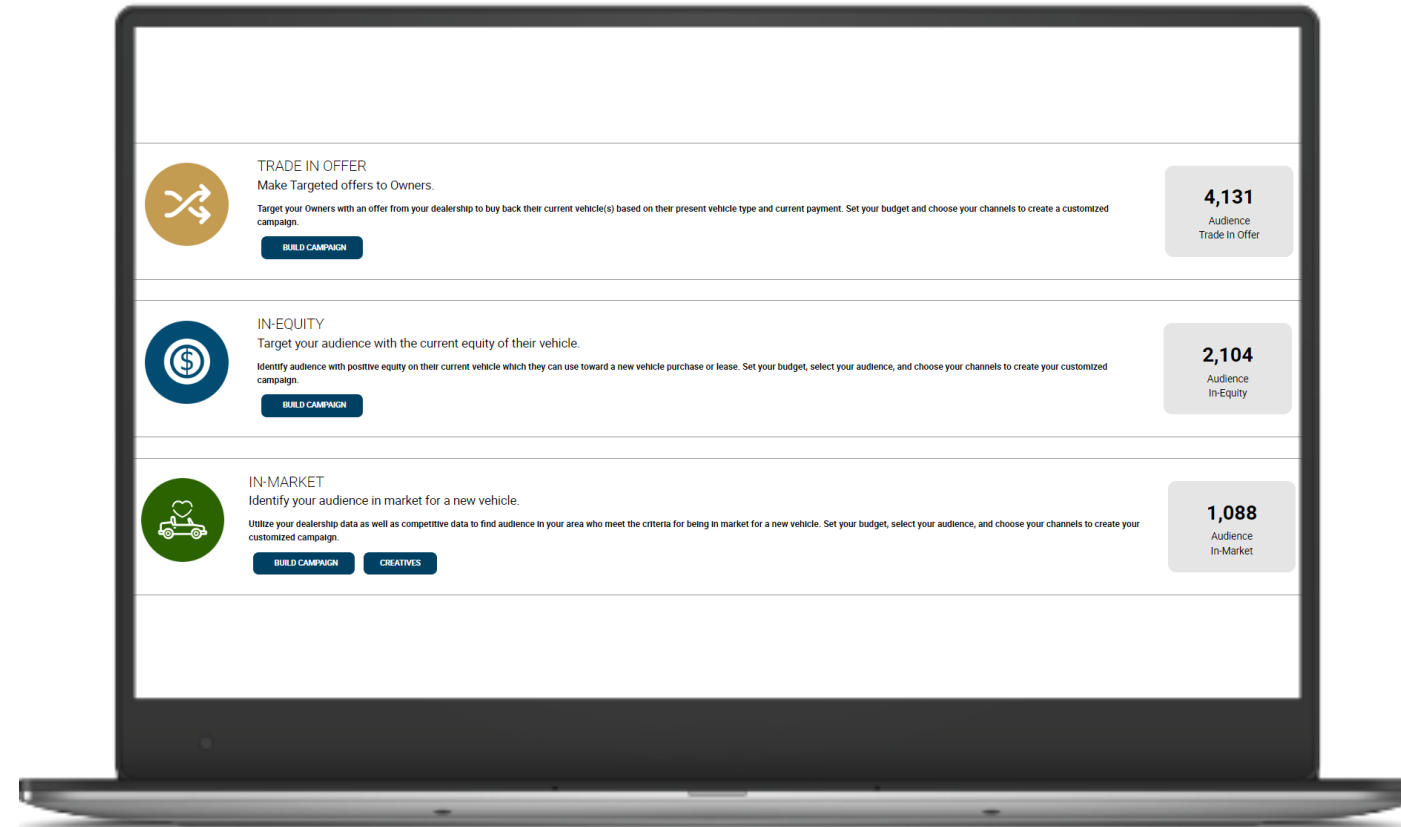
## REVIEW CAMPAIGN OPPORTUNITIES



Identify your most relevant audience segments.



Build and customize campaigns.





CSSRETAIL

## REVIEW CAMPAIGN OPPORTUNITIES



Launch targeted campaigns directly in the portal.



Control spend and flight dates

**GMC GMC** ✓

**BUILD CAMPAIGN:**  
IN-MARKET ▾

**MAXIMUM AUDIENCE**  
1,951 | 1,951 OWNERS  
0 CONQUEST

**SELECTED AUDIENCE**  
1,951 | 1,951 OWNERS  
0 CONQUEST

**SELECT CAMPAIGN DURATION** ⓘ 30 DAYS ▾

**CHANNELS SELECTED** | DIRECT MAIL, EMAIL, SOCIAL

All channels include a personal landing page  
Select your spend for each available channel

AVAILABLE CHANNELS ⓘ	UNIT PRICE ⓘ	MINIMUM SPEND ⓘ	MAXIMUM SPEND ⓘ	CAP ⓘ	EST. TOTAL ⓘ
<input checked="" type="checkbox"/> DIRECT MAIL OWNERS (1,951 CUSTOMERS)	\$1.21	\$242.00	\$2,360.71	\$ 2360.71	\$2,360.71
<input checked="" type="checkbox"/> EMAIL OWNERS (908 CUSTOMERS)	\$0.10	\$20.00	\$90.80	\$ 90.80	\$90.80
<input checked="" type="checkbox"/> SOCIAL OWNERS (1,354 CUSTOMERS)	\$0.26	\$52.00	\$352.04	\$ 352.04	\$352.04
<b>TOTAL (4,213 CUSTOMERS)</b>					

BILLING TOTAL INCLUDES A \$95.00 SETUP FEE

\$2,898.55

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## 4.0 Elite

- ✓ Full Media Optimizer
- ✓ Full-Service Cadence with All Touchpoints
- ✓ Full Digital Package
- ✓ Enhanced Machine Learning
- ✓ Service Archetypes
- ✓ Sales Touch Dealer Pricing
- ✓ Dealer Choice Service Creative
- ✓ Trade-In and Pre-Qual Messaging in Sales Touch
- ✓ CSSRetail Owner platform (Conquest Data is Plus-up)

## 4.0 Enhanced

- ✓ Media Optimizer (most touchpoints)
- ✓ E-mail First Select Service Touchpoints
- ✓ Full Digital Package
- ✓ Enhanced Machine Learning
- ✓ Service Archetypes
- ✓ Sales Touch Dealer Pricing
- ✓ Dealer Choice Service Creative

## 4.0 Essential

- ✓ E-mail First Approach
- ✓ Four Fewer Included Touchpoints
- ✓ Full Digital Package
- ✓ Enhanced Machine Learning
- ✓ Service Archetypes
- ✓ Sales Touch Dealer Pricing





## — INCLUDED WITH **CSSRETAIL (ELITE)**

- **Cost: No Additional Charge**
- Access to **Owner Data & Campaign Portal**
- Dedicated Retail Sales Representative (concierge)
- Custom Media & Channel Options
- Multiple Campaign Options
- Brand Specific Creative
- Dynamic Inventory w/ MSRP Driven Offers
- Reporting Access + Real Attribution Metrics
- OEM 1<sup>st</sup> Party Data + DMS Integration
- Custom Landing Page (PURL)
- CRM Lead Generation

## — INCLUDED WITH **CONQUEST PLUS UP**

- **Cost: \$1,499/month**
- **Unlimited Access to Owner Data & CONQUEST Data & Campaign Portal**
- Dedicated Retail Sales Representative (concierge)
- Custom Media & Channel Options
- Multiple Campaign Options
- Brand Specific Creative
- Dynamic Inventory w/ MSRP Driven Offers
- Reporting Access + Real Attribution Metrics
- OEM 1<sup>st</sup> Party Data + DMS Integration
- Custom Landing Page (PURL)
- CRM Lead Generation
- **Always-On Display**
- **Custom, Penny Perfect Pricing & Dealerized Offers**
- **Onboarding Specialist**



## REVIEW CONQUEST OPPORTUNITIES



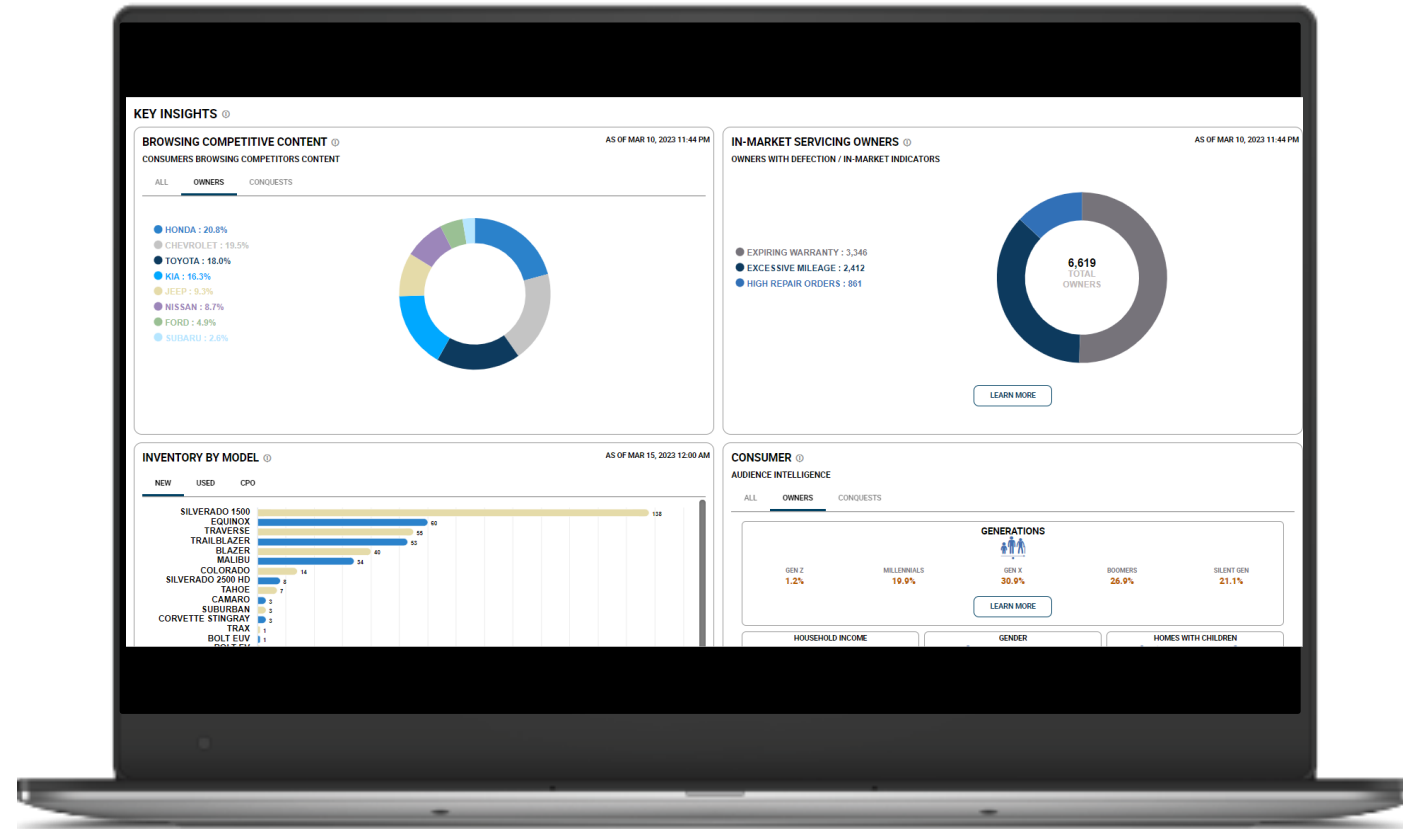
See what the other brands in-market consumers are browsing.



See where your brand(s) stand within the market against the other brands.



Launch targeted campaigns directly in the portal.





## — ALWAYS ON TARGETED DISPLAY



Not just a one-time delivery. Ads are served to each prospect up to 10 times. Dealers receive 20,000 impressions per month for the top 2,000 in-market prospects.



Creative pulls is VIN specific, only showing in stock inventory to the best prospects.



Penny perfect pricing provides a targeted experience to the consumer.



Real-time identification models pick the best time and place to send prospects a message.

UPGRADE TO A NEW CHEVROLET

2022 SILVERADO 1500 LT (2FL) ●○○○  
VIN: 1GCPDKEK3NZ591520 | STOCK: 22K612

**\$52,920** FEATURED MSRP

Carl Black Chevrolet

VIEW ON MAP VIEW OFFERS

CHEVROLET

\*Offer Details

CHEVROLET

Powered by:







CSSRETAIL



# THE FUTURE OF AUTOMOTIVE



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**Epsilon**<sup>®</sup>