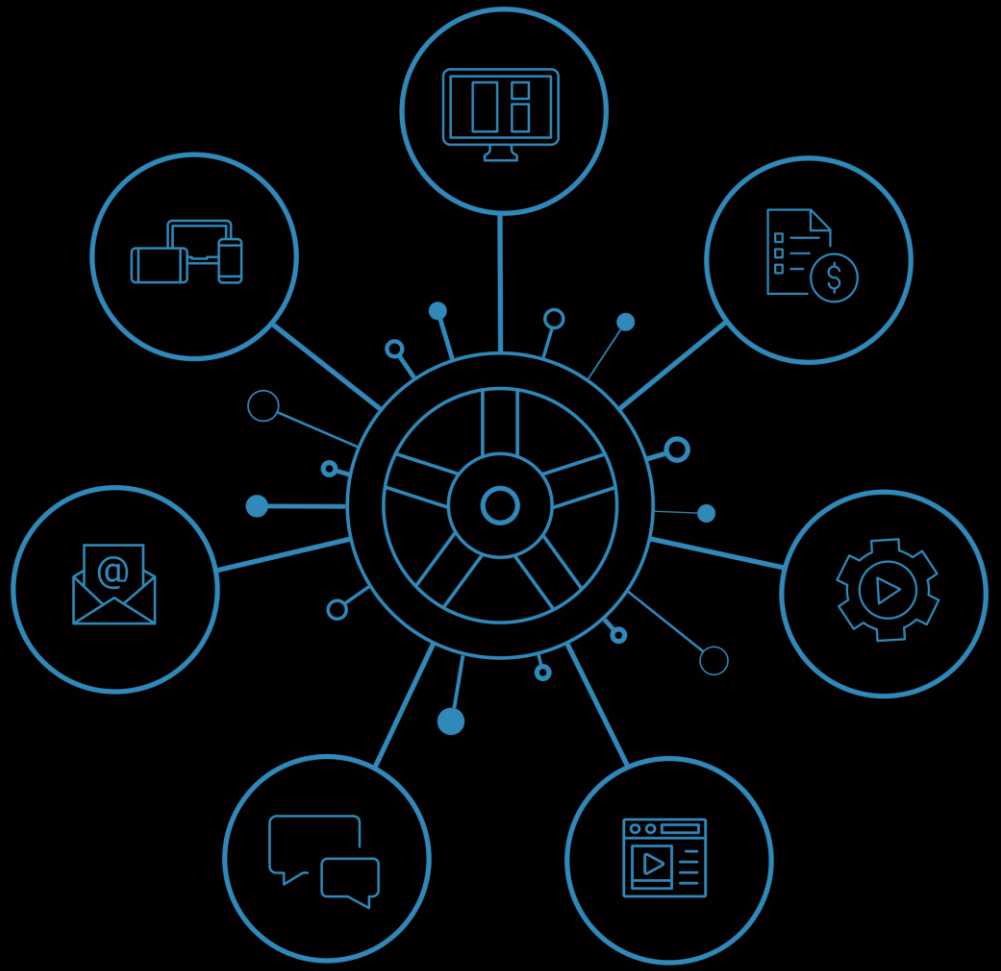
- DEALERFOCUSED
- GMSUPPORTED
- RESULTSDEFINED
- DATADRIVEN

CSSRETAIL



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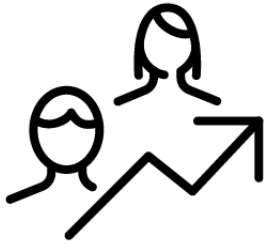
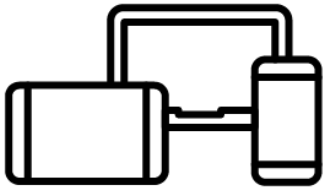
Epsilon®

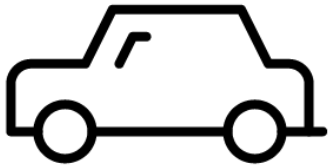
WHAT YOU WANT



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

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

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IN-MARKET CONSUMER MODELING

Customers
(OEM/Dealer Data)

Epsilon Total Source Plus
278 Million Consumers

Epsilon Agility Connect
(Customer Identity)

AGILITY ID

AGILITY ID

GM Owners
(12 Million)

Conquest /Prospect Audiences
(266 Million)

Epsilon Analytic Scoring Module (PVE)

Epsilon Analytic Scoring Module (PVE)

IN-MARKET OWNERS

IN-MARKET CONQUEST

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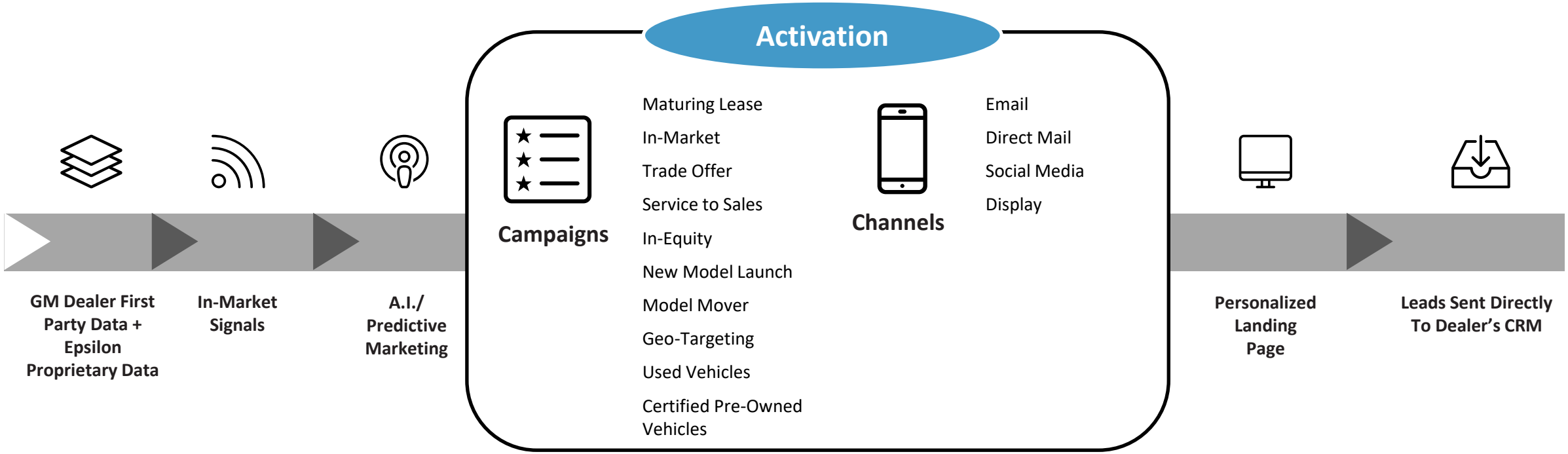
HOW IT WORKS

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



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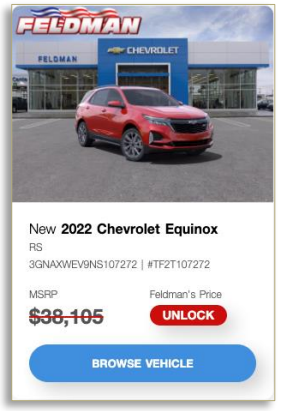
HOW IT WORKS

Hyper-Personalized marketing across the shopper's journey from creative to landing page.

ALWAYS ON DISPLAY



+

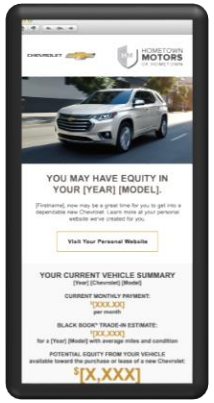
DIRECT MAIL

+

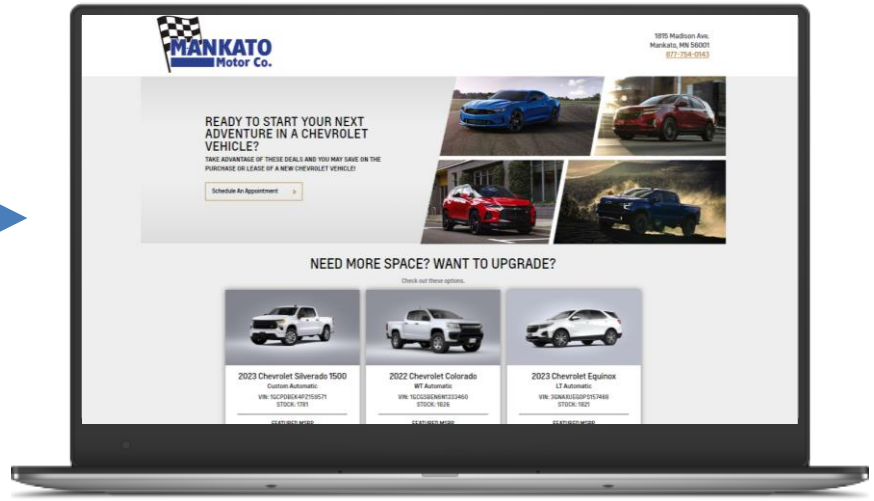
SOCIAL

+

EMAIL



PURL



Customers Are Encouraged to Submit a Lead Form
All Leads Delivered Instantly to Dealer's CRM

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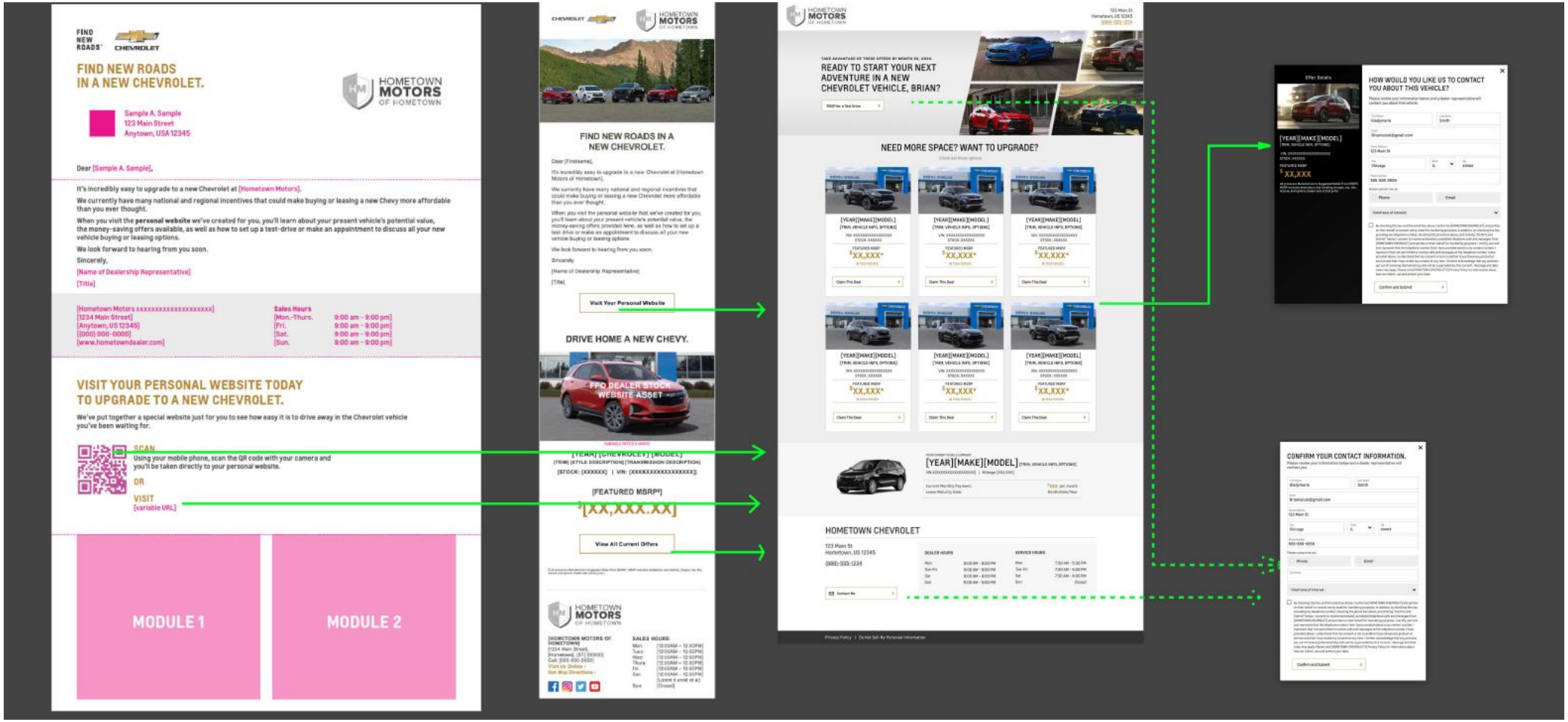
INVENTORY DRIVEN DYMANIC CREATIVE



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

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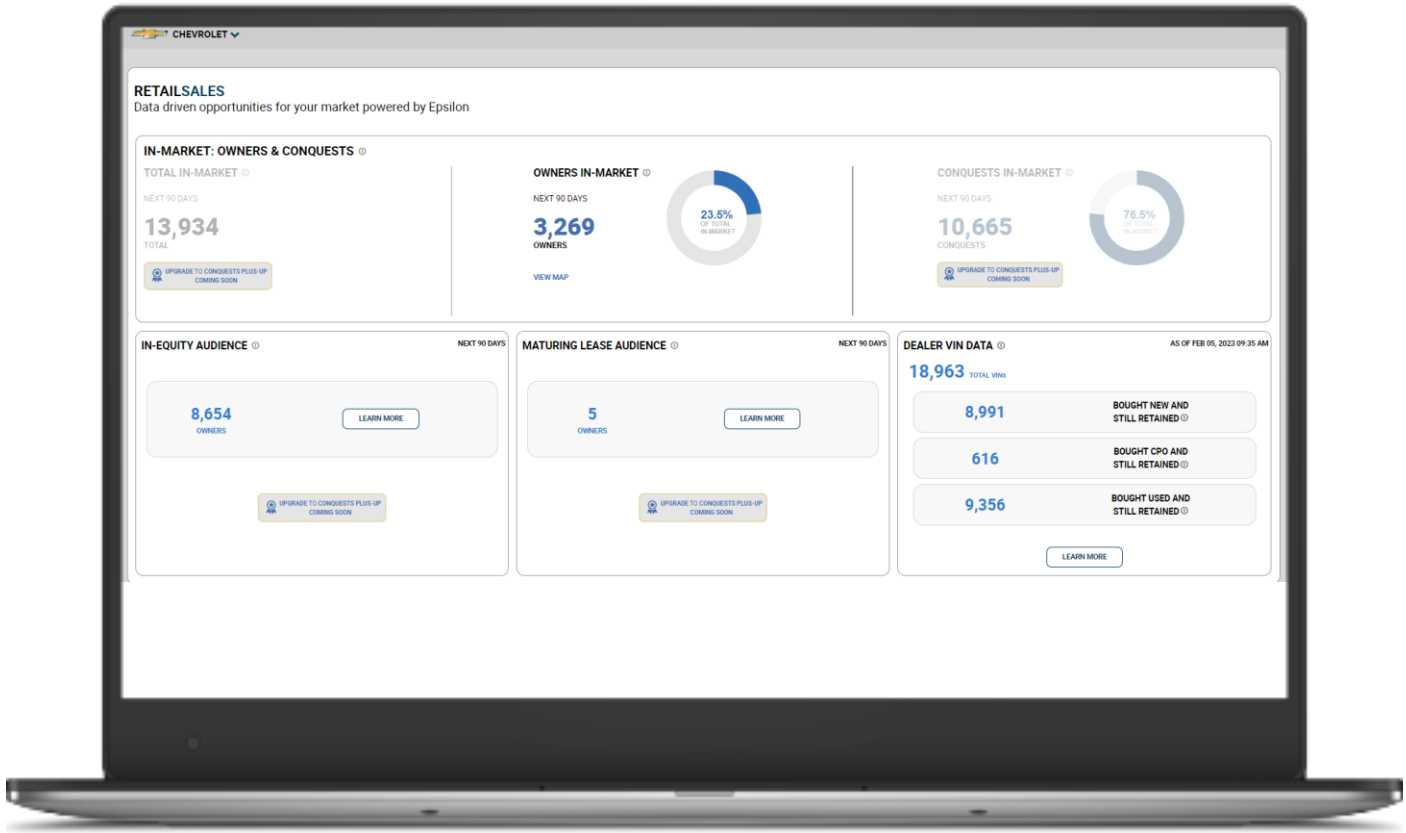
CSSRETAIL

YOUR CUSTOM DASHBOARD

CSSRetail allows you to seamlessly execute pin-pointed, 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.



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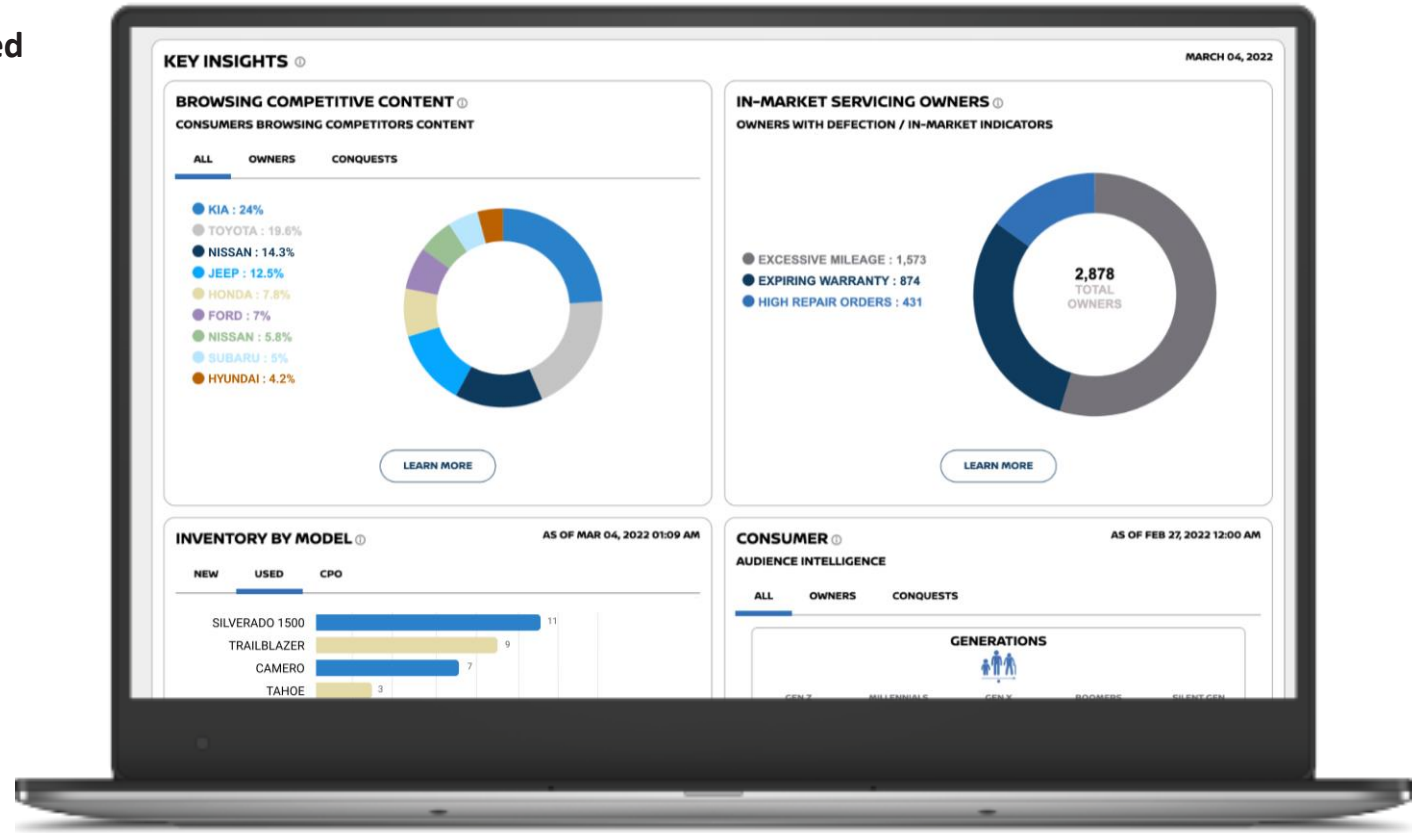
Epsilon

CSSRETAIL

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



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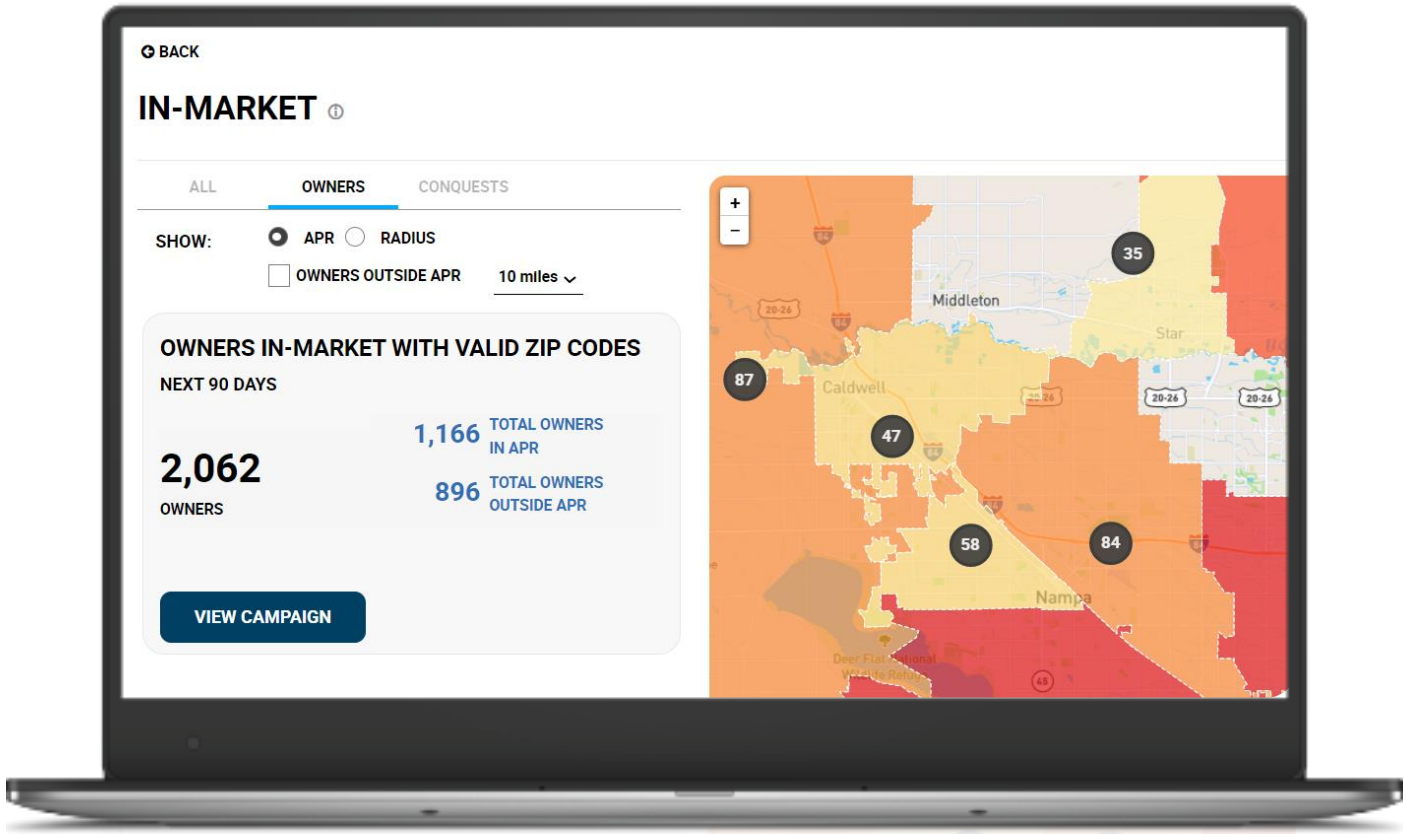
UNDERSTAND YOUR MARKET AREA

Know where your customers are coming from

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



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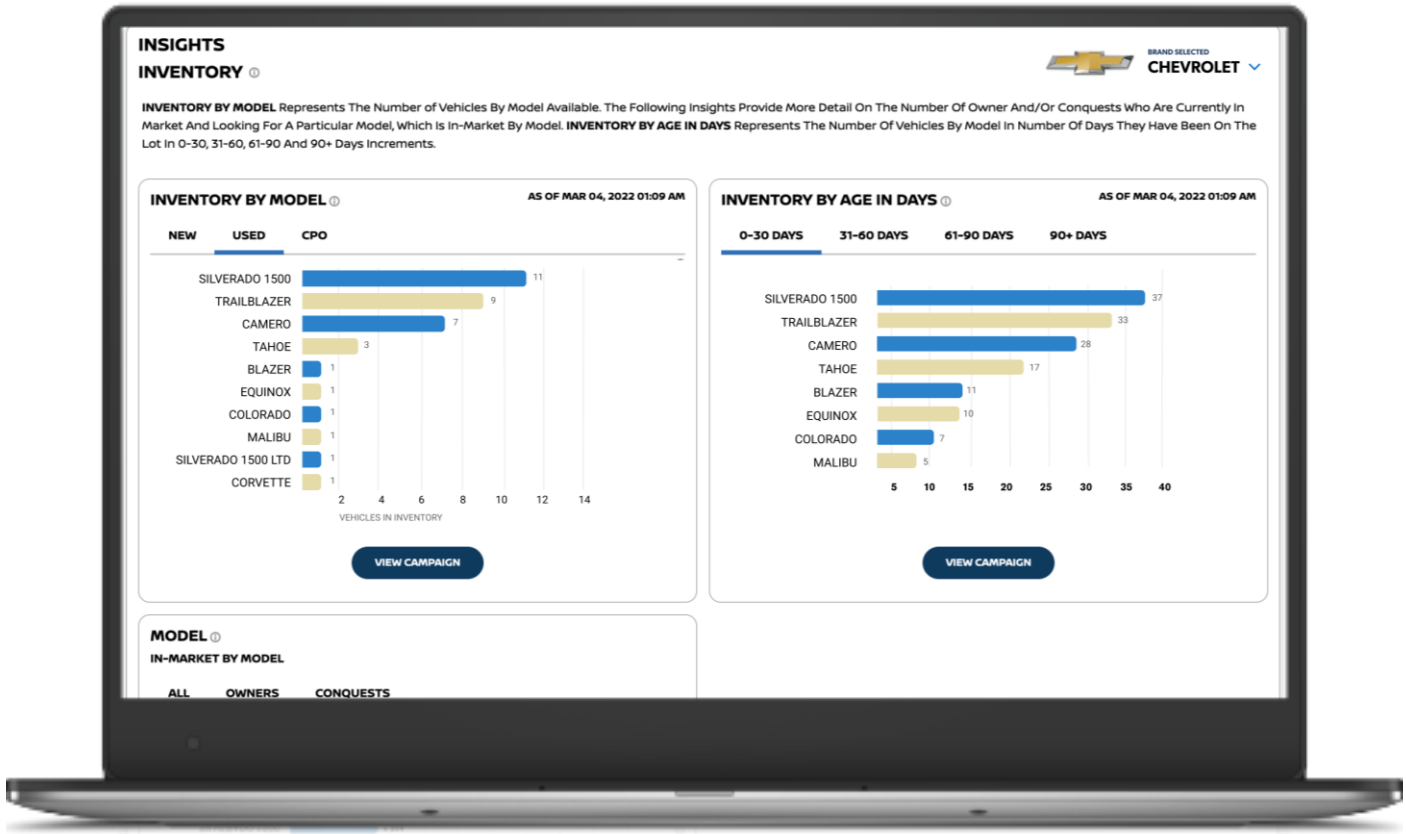
INVENTORY INSIGHTS

- Match your inventory availability with customer's desire.
- Identify and plan for aging inventory.
- See what models have the most in-market consumers.



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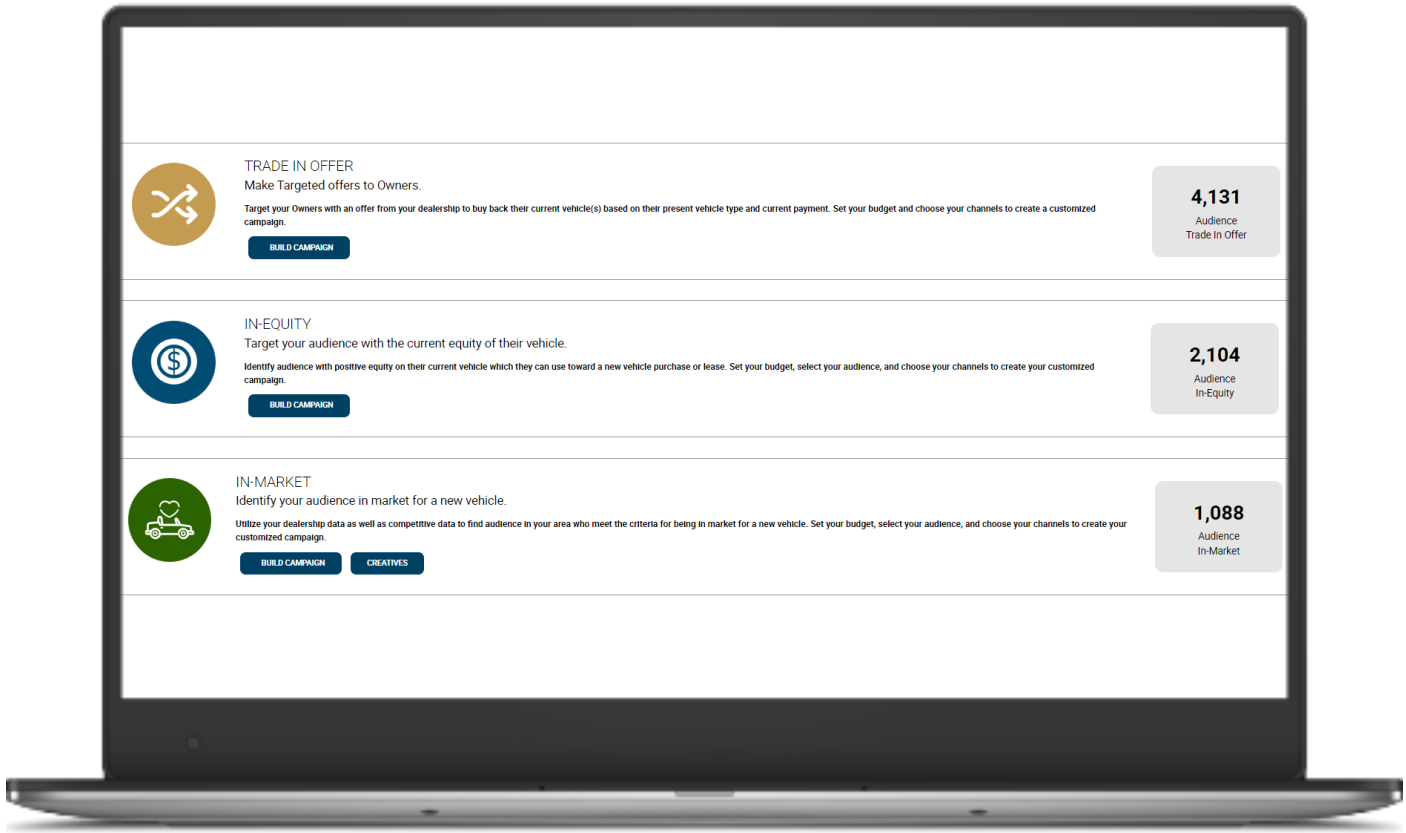
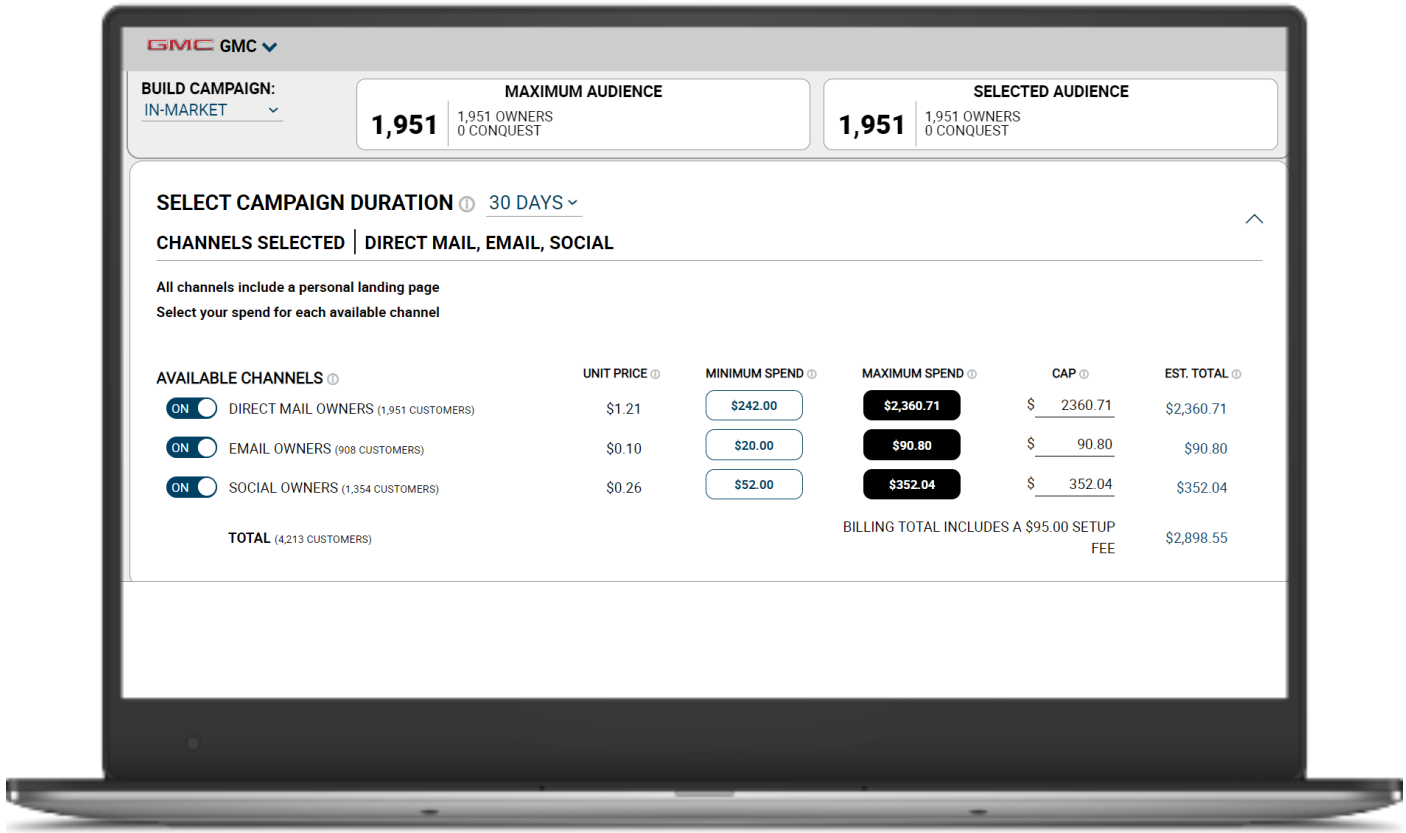
REVIEW CAMPAIGN OPPORTUNITIES

- Identify your most relevant audience segments.
- Build and customize campaigns.



REVIEW CAMPAIGN OPPORTUNITIES

- Launch targeted campaigns directly in the portal.
- Control spend and flight dates



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CSSRETAIL

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

*All packages fulfill EBE requirements

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CSSRETAIL

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 1st 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 1st Party Data + DMS Integration
- Custom Landing Page (PURL)
- CRM Lead Generation
- Always-On Display
- Custom, Penny Perfect Pricing & Dealerized Offers
- Onboarding Specialist

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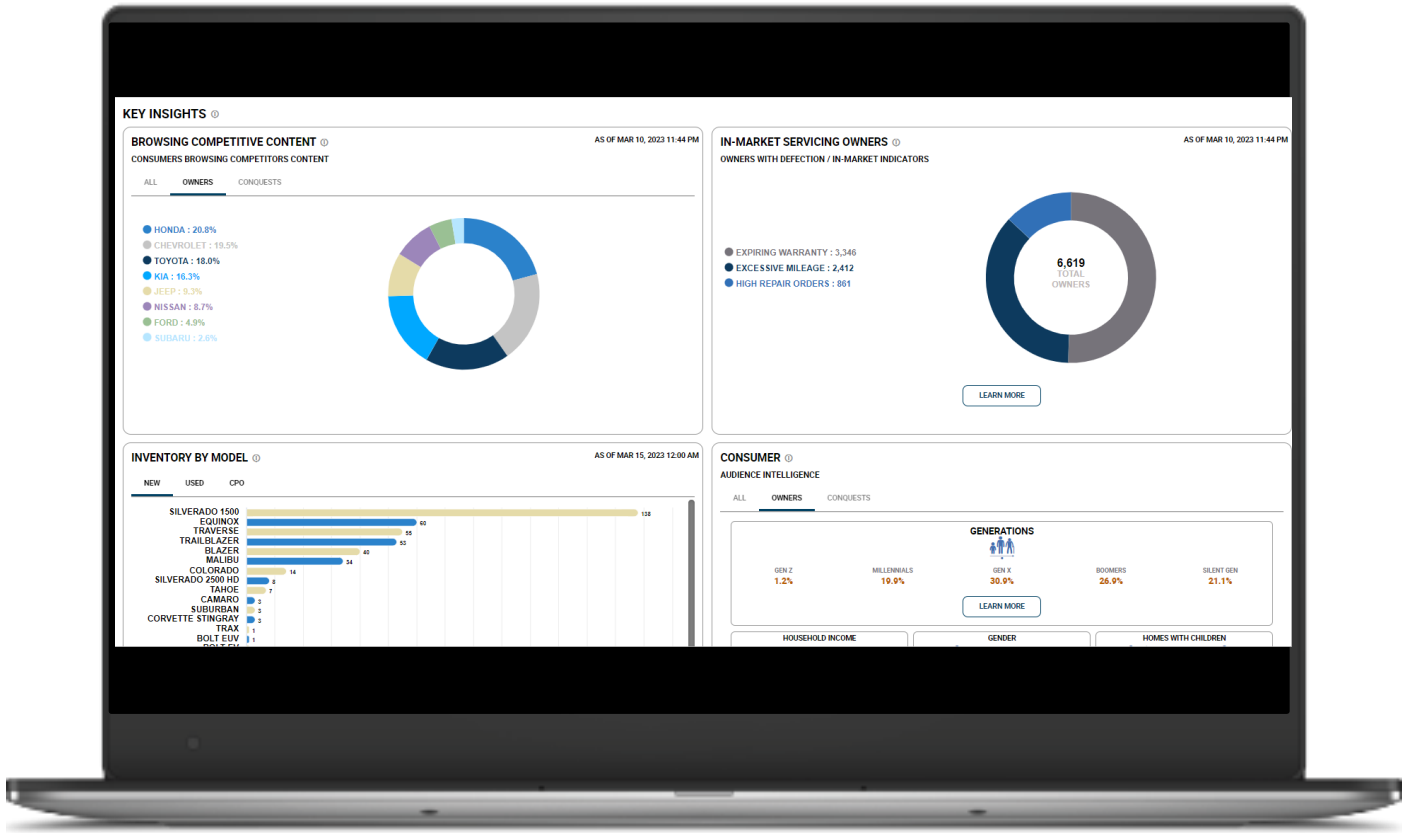
CSSRETAIL

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.



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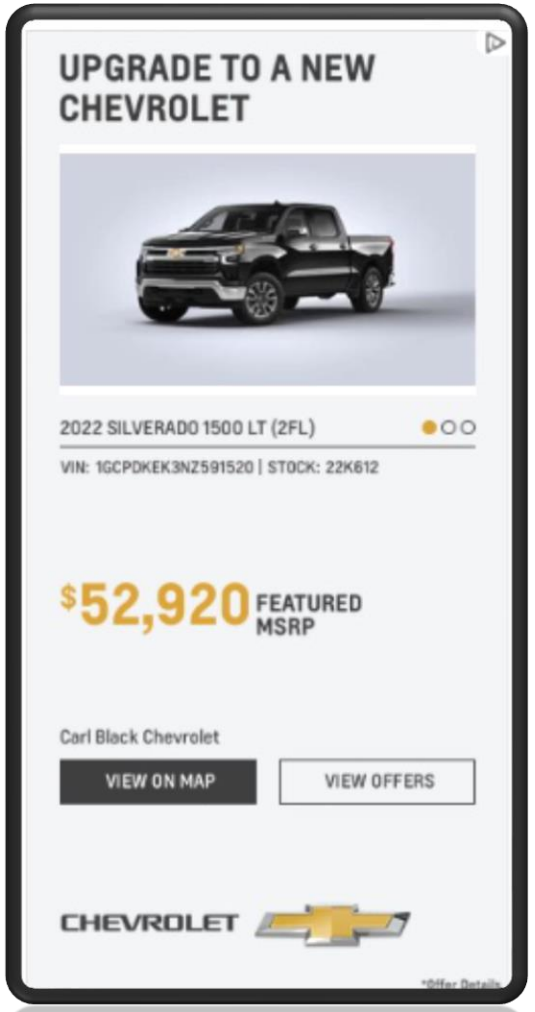
ALWAYS ON TARGETED DISPLAY

Not just a one-time delivery. Ads are served to each prospect up to 10 times. Dealers receive 20,000 impressions per month fo 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.



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THE FUTURE OF
AUTOMOTIVE
EPSILON