

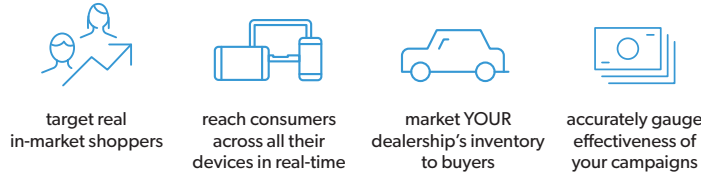


# CSSRETAIL

## DRIVE SALES REDUCE ADVERTISING WASTE KNOW YOUR CUSTOMERS



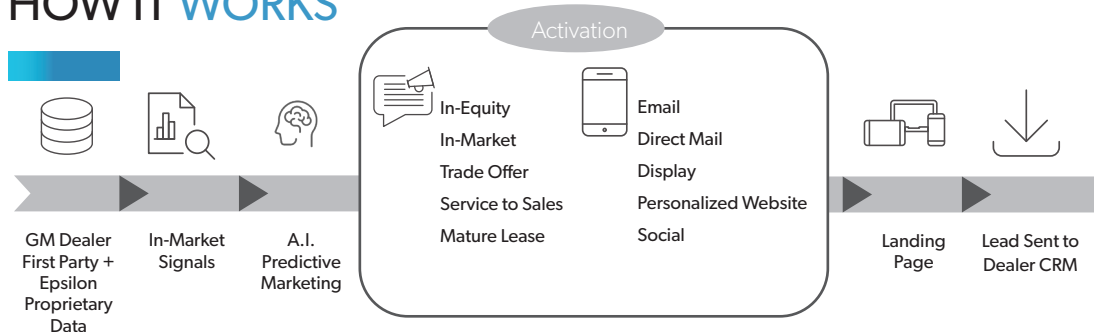
### WHAT YOU WANT



### WHAT YOU GET

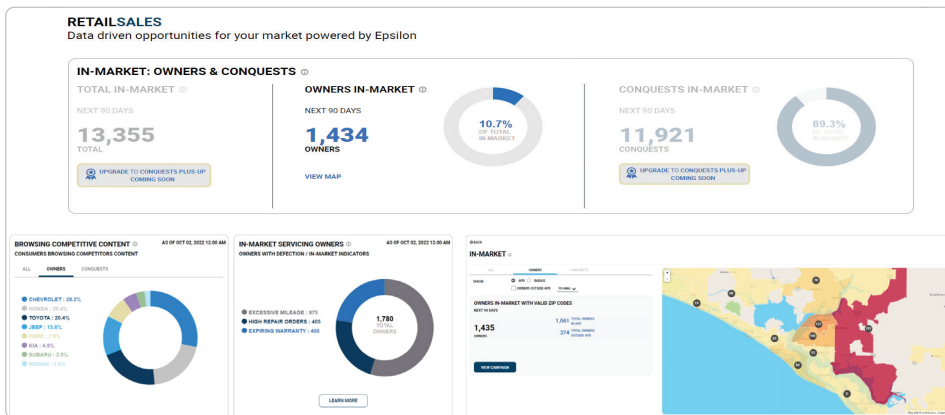
We've built an **Omni-Channel, retail-focused marketing solution** that will reduce wasted advertising budget, target true in-market customers, **drive sales leads**, and show results...It just works.

### HOW IT WORKS



### KNOW YOUR CUSTOMERS

CSSRetail ELITE provides you with exclusive owner insights. Through proprietary modeling technology, you get unlimited access to in-market customers when they're ready to buy. Activate your audience with seamless multi-channel marketing campaigns today.



### CSSRETAIL PRICING:

- Owner Platform & Data Management **included** with CSSR Elite Package
- \$95 Campaign Fee + Channel Spend



### WHO'S IN-MARKET?

Your campaigns will deploy to customers who are...

#### IN-MARKET

Actively browsing for vehicles they need now

#### MOST LIKELY TO PURCHASE IN THE NEXT 90 DAYS

Contact your Dealer Marketing Consultant Today  
Call Program Headquarters at 800-292-9220

CSSRetailsupport@epsilon.com





### CSSRETAIL + CONQUEST PLATFORM

Upgrade your **CSSRetail** experience, and you'll have exclusive insights and conquest opportunities to help your retail marketing reach maximum effectiveness. Plus, customize inventory payment offers designed to entice customers with the best pricing on in-stock inventory.

- **Owner & Conquest Platform & Data Management**
- **Channel Spend + \$0 Campaign Set-Up Fee**
- **100% Turn-Key iMR Match Eligible (Sales)**

Includes	CSSRetail Owners (CSSR Elite)	Full CSSRetail (Owners & Conquest)
Dedicated Retail Sales Representative	●	●
Custom Media & Channel Options	●	●
Multiple Campaign Options	●	●
Brand Specific Creative	●	●
In-Market Modeling using PVE	●	●
Reporting Access + Real Attribution Metrics	●	●
OEM 1st Party Data + DMS Integration	●	●
Custom Landing Page (PURL)	●	●
CRM Lead Generation	●	●
Access to Owner Data	●	●
Access to Owner & Conquest Data		●
Onboarding Specialist (Dealer customized offers & disclaimer setting)		●
Dealer Custom Offers w/ Dynamic Inventory Creative		●
Always-On Display Media (~20,000 Impressions Targeting In-Market Owners/Conquest Audience)		●

### Contact Your Dealer Marketing Consultant for Pricing and a Live Demo

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