

Epsilon

FORDDIRECT  
- PRODUCT -  
PARTNER

NADA, 2024

ConsumerConnection+  
powered  
by Epsilon®  
1:1 Messaging Solution

# ConsumerConnection+ Key Components



# Data powers ConsumerConnection+



## Dealerships



   LINCOLN

Dealer DMS Data



## Epsilon Engine

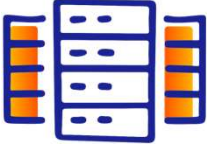


   LINCOLN

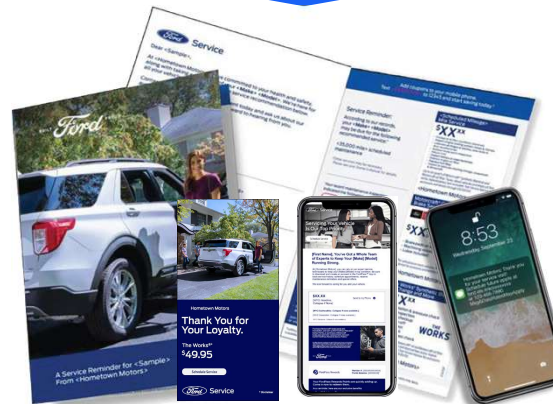
Marketing & Customer Intelligence Engine



## Data Services



Connected Vehicle  
FordPass Rewards  
Recall  
Ford Campaign  
Ford Credit



# ConsumerConnection+

CC+ is a connected ecosystem always on CRM

## 1. One Communication Strategy Based on Dealer Size

- Six1:1 Touchpoints: **4** Service **2** Sales
- Private Offer Fulfillment (Ford)

## 2. Dealer Portal

- |                                         |                                 |
|-----------------------------------------|---------------------------------|
| • Reporting / Insights                  | • Recall Ordering Functionality |
| • Custom Dealer Offers (In-Market / PO) | • Manage / Order Customer Lists |

## 3. Dealer Consultation

- 100% Ford dedicated inside (monthly) / outside (qtrly) coverage model

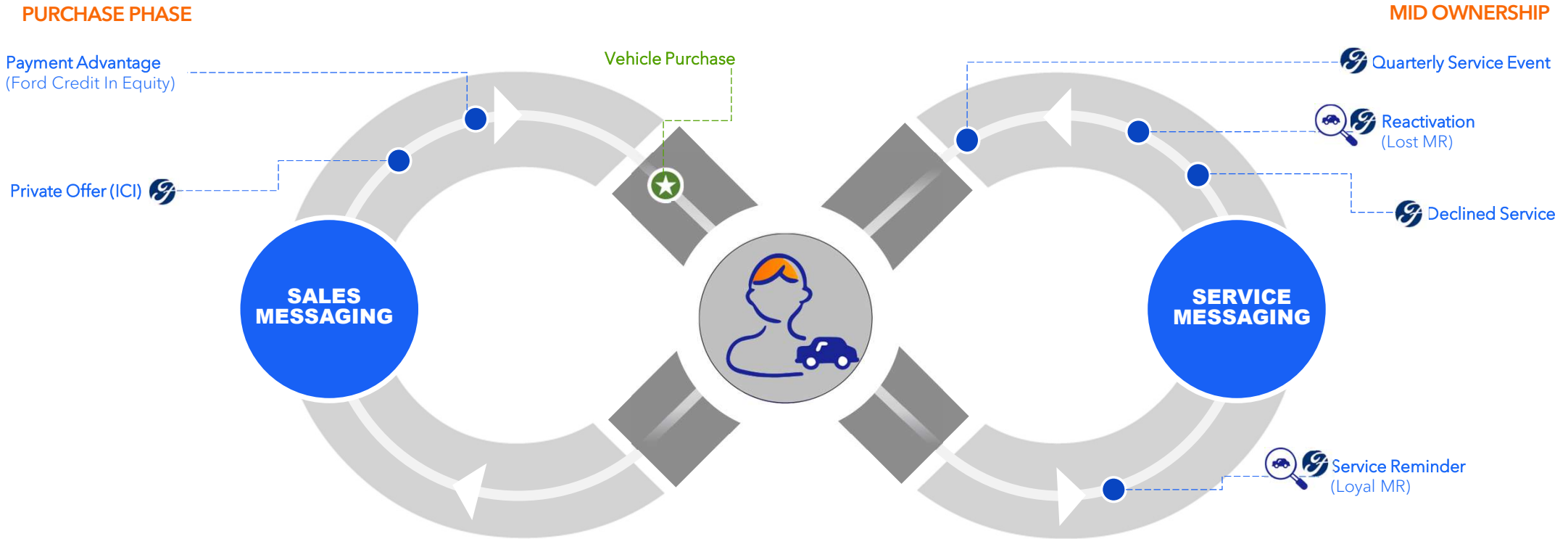
## 4. FordDirect & Data Integrations

- |                          |                                       |
|--------------------------|---------------------------------------|
| • FordDirect VINReal     | • Connected Vehicle                   |
| • FordPass Reward Points | • FordDirect CRM Pro                  |
| • Dealer DMS Data        | • ICI Private Offers & Customer Lists |
| • Recall Data            |                                       |



# Six Essential 1:1 Touchpoints

## 2: Sales & 4: Service



Features FordPass Reward & LAR Tiers and Point Balances and encourages those to sign up if not enrolled

Connected Vehicle



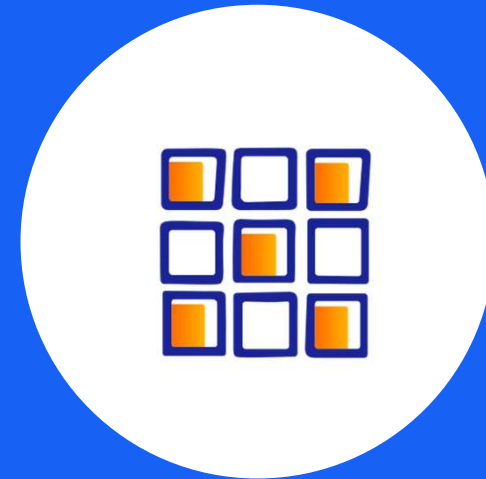
### EARLY OWNERSHIP



# ConsumerConnection+ Key Enhancements



**New Channel**  
1:1 Digital Targeting



**Digital 1<sup>st</sup>**  
Messaging Approach



# Reach the right person at scale with Epsilon

## Industry-leading CORE ID Identity

**200M+**

persistent CORE IDs  
connections to a U.S. individual

**100%**

deterministic matching using  
online and offline data

**96%**

accuracy at connecting the  
individual to all their devices

+

## Proprietary Digital Platform

**535M+**

identified and  
targetable devices

**600B+**

daily bid opportunities

=

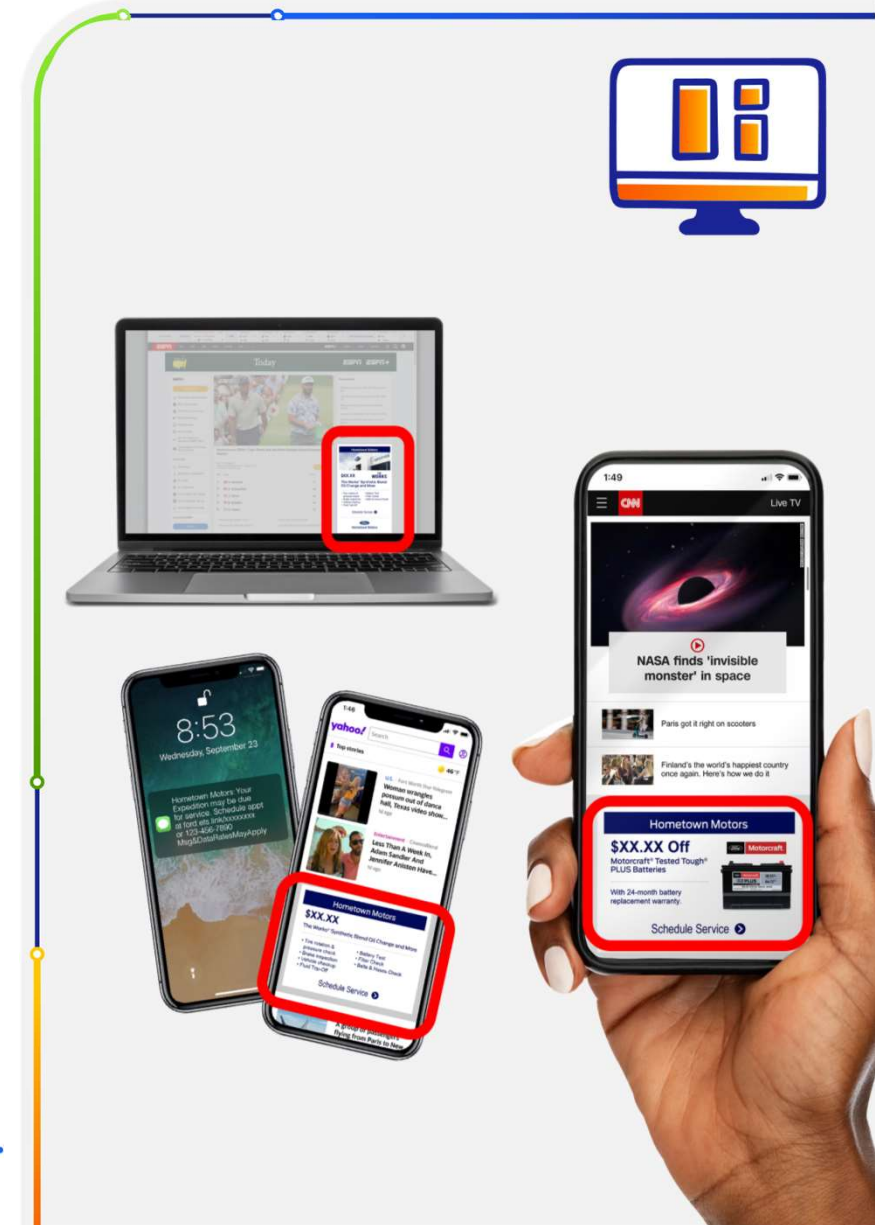
**178+**

daily opportunities to  
reach your customer  
on Display and Mobile



# 1:1 Digital Targeting

**This is not Advertising;**  
**It's finding your consumer**  
**utilizing a digital channel.**



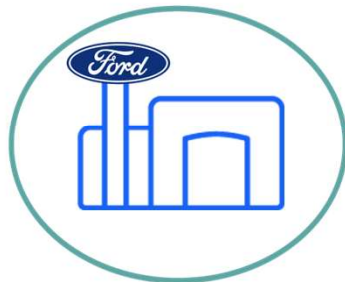
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# How does the 1:1 Digital Targeting work?

Better identity, with Epsilon's CORE ID identity resolution we provide you a complete view of your customer



Your Customer From DMS data



Your Customer is matched online



Your Customer is communicated 1:1 online



Drives your customer to schedule service on your website or to come in for service.



# Why 1:1 Digital Targeting

- Reach up to **60% or more** of your customers online/in-app
- **Eliminate** media waste
- Enable an efficient channel mix to engage customers.
  - Reduce reliance on direct mail



**Don't guess. Know.**



# 1:1 Digital Targeting Creative

- **Core Service Touchpoints**

- Loyal
- Lost
- Declined
- Quarterly Service Event

Make Your next Visit Even Better

THE WORKS®  
**\$XX.XX**  
Synthetic blend oil and filter change, tire rotation, and more.\*

Schedule Service

Hometown Motors  
800-555-1212

Ford Service

MAKE YOUR NEXT VISIT EVEN BETTER

THE WORKS®  
**\$XX.XX**  
Synthetic blend oil and filter change, tire rotation, and more.\*

VIEW OFFER

Hometown Motors  
800-555-1212

Quick Lane  
TIRE & AUTO CENTER

Effortless vehicle service and maintenance

LINCOLN PRIORITY SERVICE™\*\*  
Replace oil and filter with synthetic blend oil, tire rotation, and more.\*\*

SCHEDULE SERVICE

800-555-1212

Hometown Motors

FordPass Rewards

Buy Four Select Tires, Get a \$70 Rebate by Mail  
or earn 30,000 FordPass® Rewards bonus Points.\*

Schedule Service

Hometown Motors  
800-555-1212

Ford Service

FordPass Rewards

BUY FOUR SELECT TIRES, GET A \$70 REBATE BY MAIL  
or earn 30,000 FordPass® Rewards bonus Points.\*

VIEW OFFER

Hometown Motors  
800-555-1212

Quick Lane  
TIRE & AUTO CENTER

LINCOLN ACCESS REWARDS™

Purchase four select tires, receive a \$70 rebate by mail  
or earn 30,000 Lincoln Access Rewards® bonus Points.\*

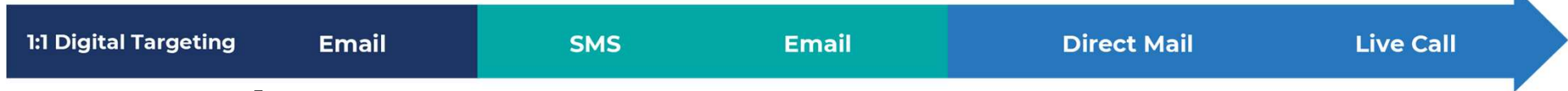
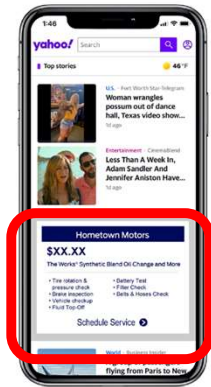
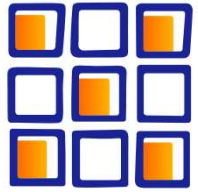
SCHEDULE SERVICE

800-555-1212

Hometown Motors



# Digital-First, Messaging Approach



## Customer has:

- ✓ Valid email
- ✓ Opted in SMS
- ✓ Enrolled in Live Call

**Customer schedules service or visits Dealer or Retailer for service after receiving email.**



# Thank you

For more information, please contact your FordDirect Digital Performance Consultant or your Epsilon Representative.