

# The Hyundai Owner Experience Process



**Epsilon**<sup>®</sup>

Effective and comprehensive digital marketing solutions to exceed your expectations

What makes the HX Process different?  
Data and system integration with Hyundai.

Cohesive, thorough, and relevant to retailer needs,  
the Hyundai Process creates the optimal customer  
experience to **drive more service traffic**.

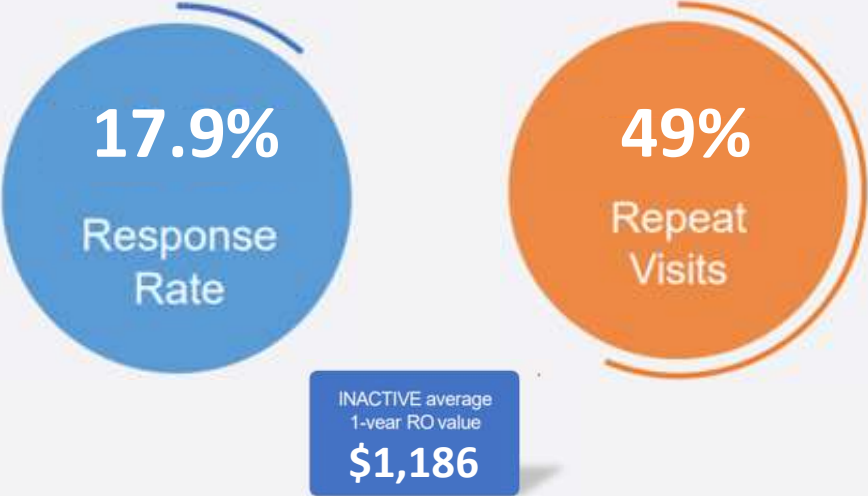


Make your dealership the only place owners will want to go for their car care needs.

# Enrolled dealers service **MORE** cars, **MORE** often – resulting in **MORE** revenue

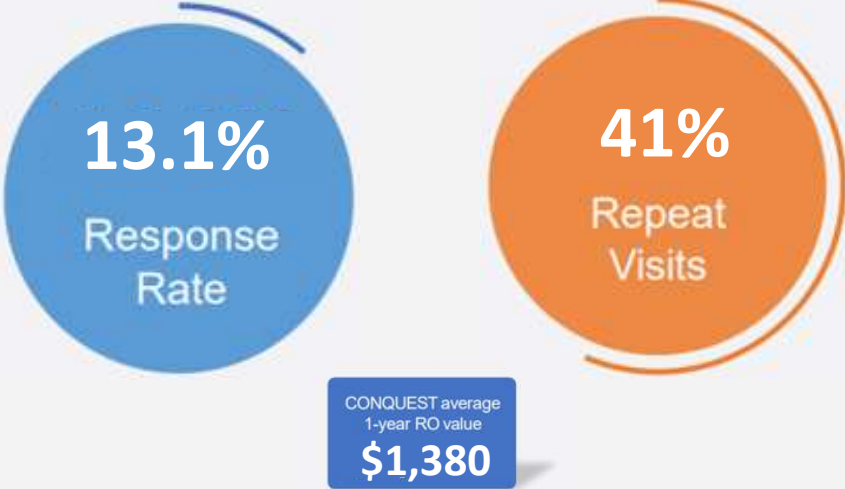
## Reactivate Inactive Owners

Owners who have **not** been in for service **12 months** or more



## Acquire Conquest Owners

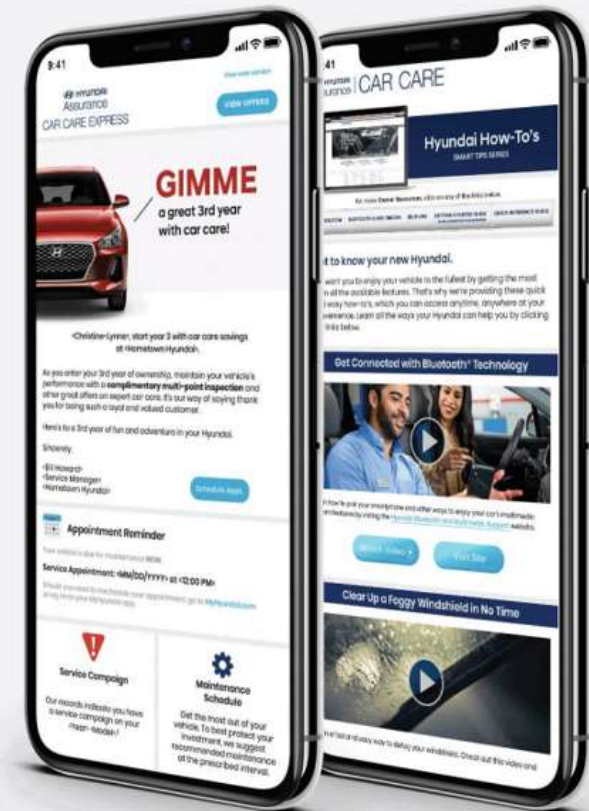
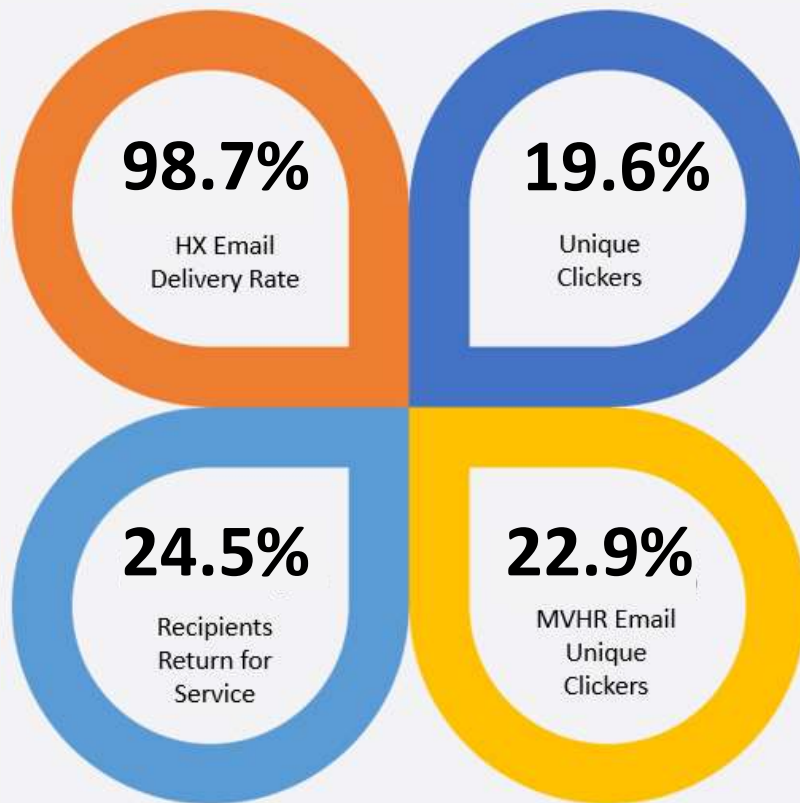
Hyundai owners who have never bought or serviced at a Hyundai dealership



National averages from Jan – Nov 2023



# Click Enticing Email Design

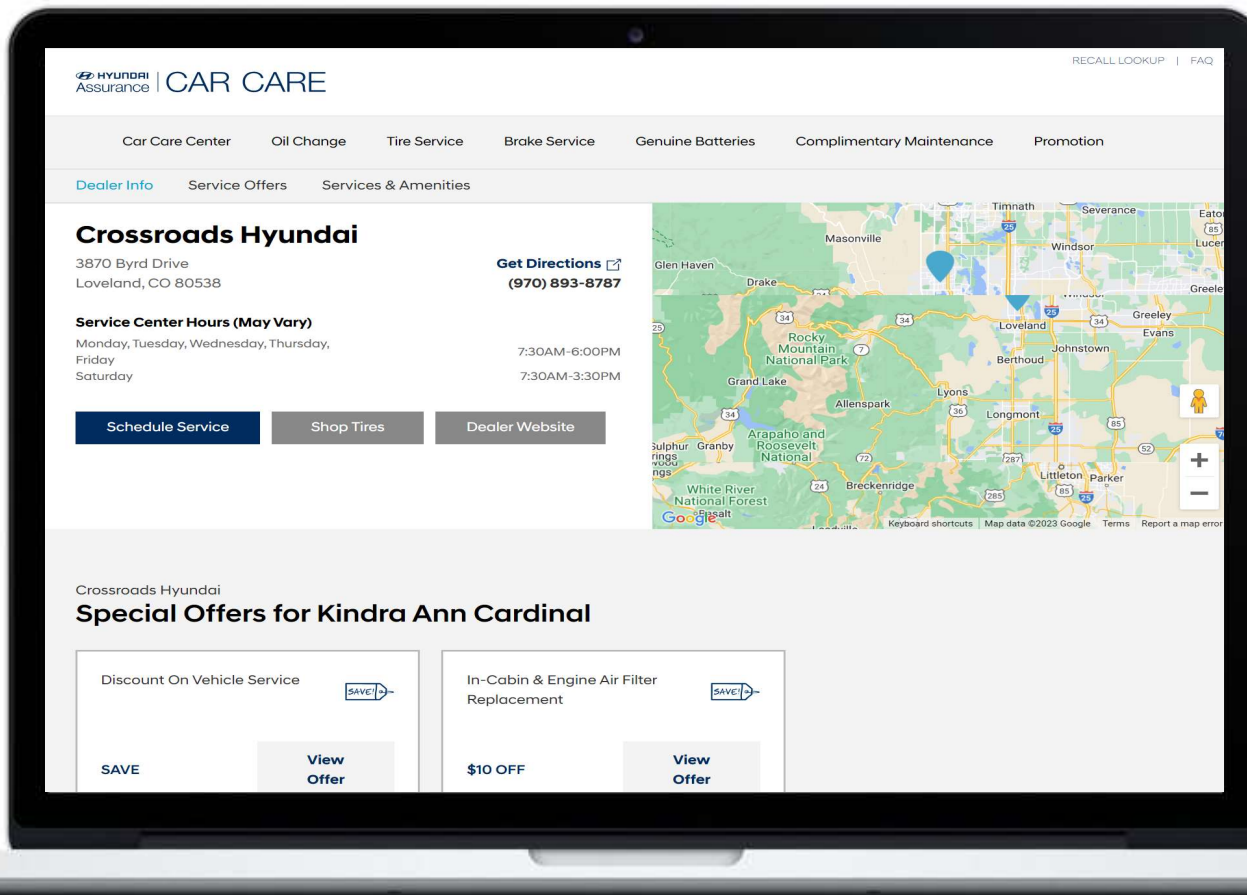


Utilizing Cadence + Adhoc and Bluelink MVHR campaigns sent between Jan – Sep 2023, allowing for complete 60-day CPRO response windows.



# Search Engine Marketing

Connect with customers, gather valuable information, and compile various forms of data.



SEM  
(Paid Search)



Custom Dealer  
Profile Page



Up-to-Date  
Reporting

Search Engine Marketing delivers more way of reaching owners – including Hyundai owners unknown to you. It also helps you become more visible than your competitors.

- Custom Dealer Profile page
- HX Integrated Internet Offers
- Links to Appointment Scheduler and More
- How-To Videos
- Up-to-Date SEM Traffic Reporting

Epsilon®

# Target Display Advertising



**INCREASE  
CAR CARE  
APPOINTMENTS**

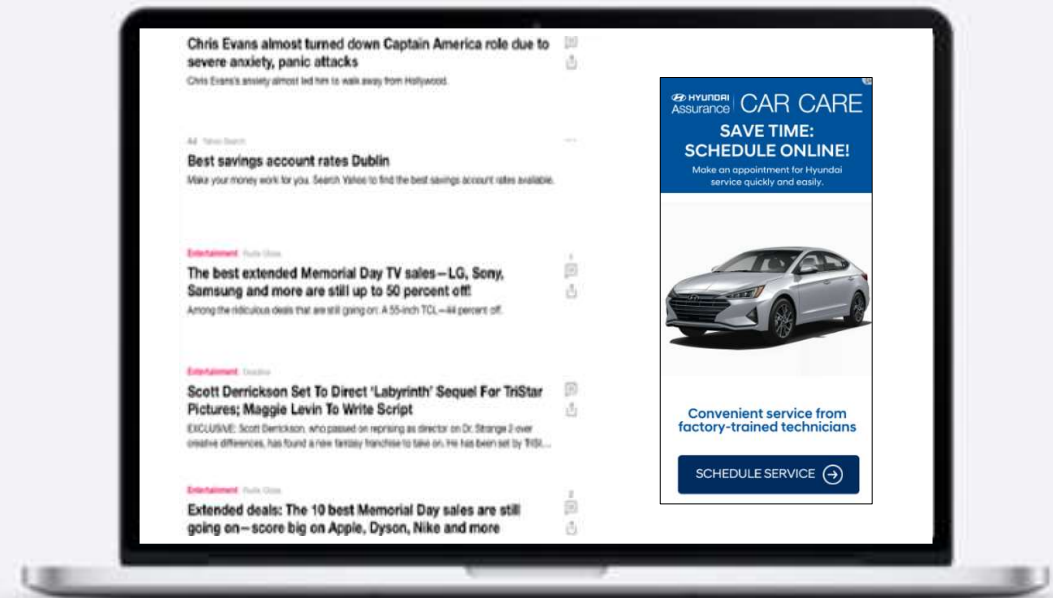


**GROW  
CUSTOMER  
PAY SALES**



**BUILD  
BRAND  
LOYALTY**

Display Ads help you **connect with customers online** and enhance your opportunity to **reach them at crucial times in their life cycle.**



# Drive Marketing Revenue

Align activities with a monthly Marketing Calendar and Tier 2 and Metro Mail

90-Day marketing calendar published monthly

HX Portal: OnDemand 180+ Direct Mail & Email templates

- Always on (everyday campaigns)
- Parts and Accessories
- Wholesale
- Seasonal/Holiday

Tier 2 Campaign: Scheduled gang runs

- National promotions
- Seasonal Retention and Conquest
- Recall campaigns
- Metro Market Promotions



# Social Media Content

MORE people seeing your message MORE often – many being new customers



**INCREASE  
YOUR BRAND  
VISIBILITY**



**ENGAGE CUSTOMERS  
OUTSIDE  
LOYALTY CIRCLE**



**IMPROVE  
SEARCH ENGINE  
RANKING**

Eye-catching, high impact social media content covering a variety of service marketing messages is ready-made for dealers to post.

