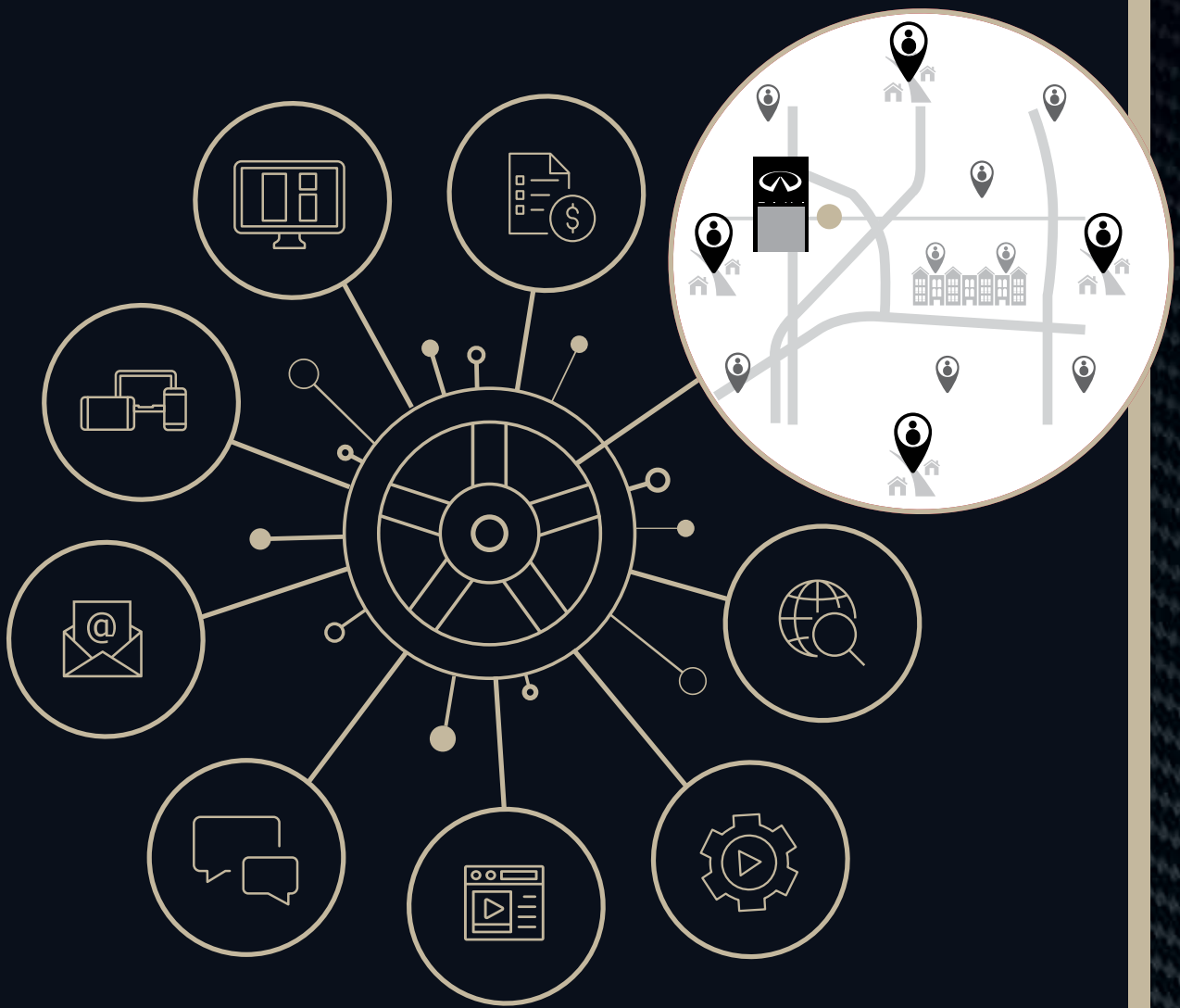




# TargetRetail

Drive sales and reduce advertising waste with Epsilon's newest retail solution



Powered by:

**Epsilon**<sup>®</sup>



## WHAT IS TARGETRETAIL?

Epsilon's brand-new digitally driven, omni-channel sales platform.



## WHAT DOES TARGETRETAIL ALLOW A RETAILER TO DO?

- Target conquest consumers and owners who are currently in-market to purchase.
- Stay in front of in-market consumers with "Always On" campaigns.
- Understand your owner & conquest opportunities with new insights.
- Deliver customized, personalized ad campaigns at the click of a button.
- Eliminate wasted spend by advertising to the most in-market shoppers, when and on what channel they are active, with the vehicles you have in stock that day.

## DRIVEN BY INTELLIGENCE DATA

At the heart of TargetRetail is Epsilon's PVE (Personal Valuation Engine). It connects and tracks consumers' online and offline behavior, transactions, purchase tendencies, life events, vehicle equity positions, and over 7,000 additional attributes on each individual consumer. Epsilon has data on over 250 million consumers and all of their devices in the U.S.

Epsilon then applies A.I. (machine learning and analytic modeling) to identify the most in-market consumers in your Retailer's PMA. These consumers show up in your Retailer's insights and campaign management TargetRetail platform. Now you are empowered to know your customers and can activate ad campaigns to those customers whenever you want. It's that simple. And that powerful.



## ELIMINATE WASTED SPENDING

### CONQUEST VS. OWNER AUDIENCE TARGETING

Utilizing the power of Epsilon's PVE plus your DMS data, you now have the power to target only conquest consumers with a hyper-personalized retail campaign through any channel. Epsilon automatically scrubs your owner database out of your conquest campaigns so that you can focus your ad dollars on getting new consumers through your doors.

## INVENTORY-SPECIFIC CAMPAIGNS

Your vehicles are the star of your campaigns. With TargetRetail, the campaigns are personalized and dynamically driven from your actual inventory. Select from a variety of predetermined campaign creative options already approved by INFINITI and we'll handle the rest.



## INSIGHTS

Unparalleled insights about your owners and conquest customers will help you formulate the best strategy.

### DEALER VIN DATA • 12-MONTH DELIVERY TREND

Get a detailed snapshot of your annual delivery records. Your Dealer VIN Data gives you a comprehensive look at retail sales history. Easily identify and summarize lease, purchase and finance trends from your new, CPO and used consumers. This will help you establish an insight-based marketing plan.



### INVENTORY

**Inventory by model** represents the number of vehicles by model available. The following insights provide more detail on the number of owners and/or conquests who are currently in-market and looking for a particular model, which is in-market by model. **Inventory by age in days** represents the number of vehicles by model in number of days they have been on the lot in 0-30, 31-60, 61-90 and 90+ increments.



### AFTERSALES

Don't miss a service lane retail opportunity. Consumers with high repair orders, expiring warranties or excessive mileage on their current vehicles are some of the most valuable owners to target. When an aftersales consumer starts to show in-market indicators through our PVE, TargetRetail will allow you to target these high-propensity customers with retail messages, complete with personalized offers and incentives that they qualify for.

### ONLINE BROWSING

Ever wonder which competitive vehicle makes your customers are looking at online? Epsilon's PVE gives you these key insights. We also give you the ability to target conquest consumers who are shopping competitive makes.



## TARGETRETAIL CREATIVE EXAMPLES

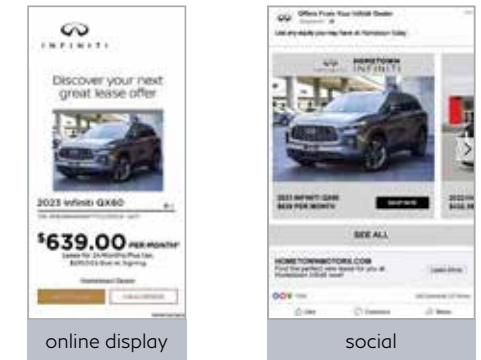
### INFINITI-APPROVED, MULTI-CHANNEL, ONE-TO-ONE, DYNAMIC OFFERS DRIVEN BY YOUR INVENTORY

#### INCLUDES:

- TargetRetail Insights Platform
- Epsilon Personal Valuation Engine A.I. and Machine Learning Modeling
- Owner and Conquest Insights
- Multi-Channel Campaign Activation Portal
- Full Access to Campaign Reporting Suite
- Your Own Personal Dedicated TargetRetail Concierge Representative (to help you understand the insights and activate targeted campaigns)

#### Also Includes:

- DM, EM, Social & Display
- Unlimited Access to Conquest Opportunities
- Single Sign-On Easy Access
- Unlimited Access to In-Market INFINITI Modeled Buyers
- Specialized Dealer Offer Operations Team
- Custom Campaign Deployment



## REAL-TIME REPORTS

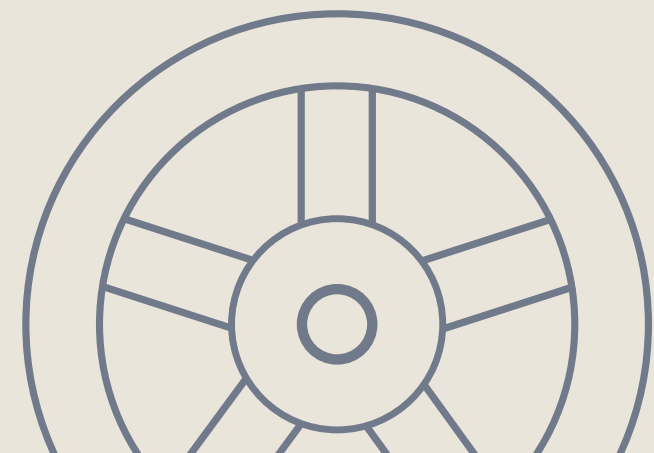
True attribution metrics will continue to update throughout the duration of the campaign.

- Cost per Sale
- Unique Customers
- Leads Generated
- Vehicles Sold
- Campaign Spend
- ROI
- Conversion Rate



## NEVER MISS AN OPPORTUNITY

Even when you're not actively running campaigns, we'll keep your sales funnel full with up to 20,000 monthly display ad impressions to your most in-market owners and conquest audiences **at no charge**.





# PAID SEARCH POWERED BY TARGETRETAIL

## WHAT IS TARGETRETAIL SEARCH TECHNOLOGY?

It's Epsilon's proprietary paid search platform. TargetRetail Search utilizes the power of TargetRetail Audiences, combines it with real-time inventory, and focuses your Google search ads to the people who have been deemed in-market within the next 90 days.

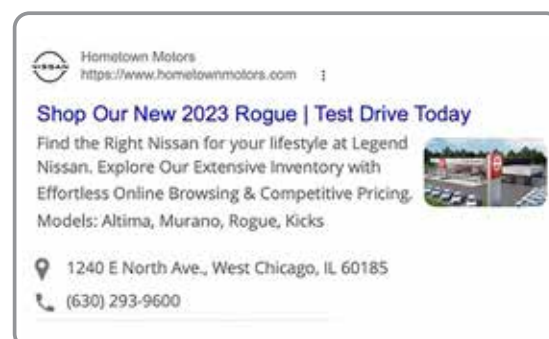
### AUDIENCE ACTIVATION

Leverage TargetRetail's proprietary PVE technology to prioritize and capture in-market owners and conquests at the exact moment they are searching on Google. Our data-driven audience strategy ensures your ads are served to the shoppers who are most likely to purchase, while also helping to prevent in-market owners from defection.



### INVENTORY-DRIVEN CREATIVE

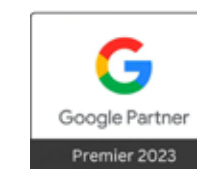
Our creative is customized to the prospect's intent and prominently features your Retailer's real-time inventory. Our ads are dynamic, OEM compliant and drive traffic directly to your SRPs.



### MEASUREMENT AND PERFORMANCE

Our results dashboard is available 24/7 directly in the portal allowing you to easily gain quick insights that matter most in real time. You can easily view:

- Website Form Completions
- Phone Calls
- Clicks & Impressions
- Top Performing Ads & Keywords
- Plus Many More KPIs



## TARGETRETAIL SEARCH INCLUDES:

### AUDIENCE ACTIVATION

- In-Market Audience Boost
- Owner Prioritization
- DMS & OEM Data Integration
- Certified Google Customer Match Partner

### TECHNOLOGY

- Custom Geotracing
- Google Conversion Setup
- TargetRetail Platform Integration

### ACCOUNT SUPPORT

- Monthly Strategy Calls
- Dedicated Support Team
- Epsilon Marketing Consultant

### CAMPAIGN STRATEGY

- Optimized Keyword Coverage
- Retailer Name & Location
- Keyword Intent Strategy
- New, Used & CPO Supported

### CREATIVE

- Dynamically Created
- Inventory-Driven Ads
- Location Ad Extensions and More

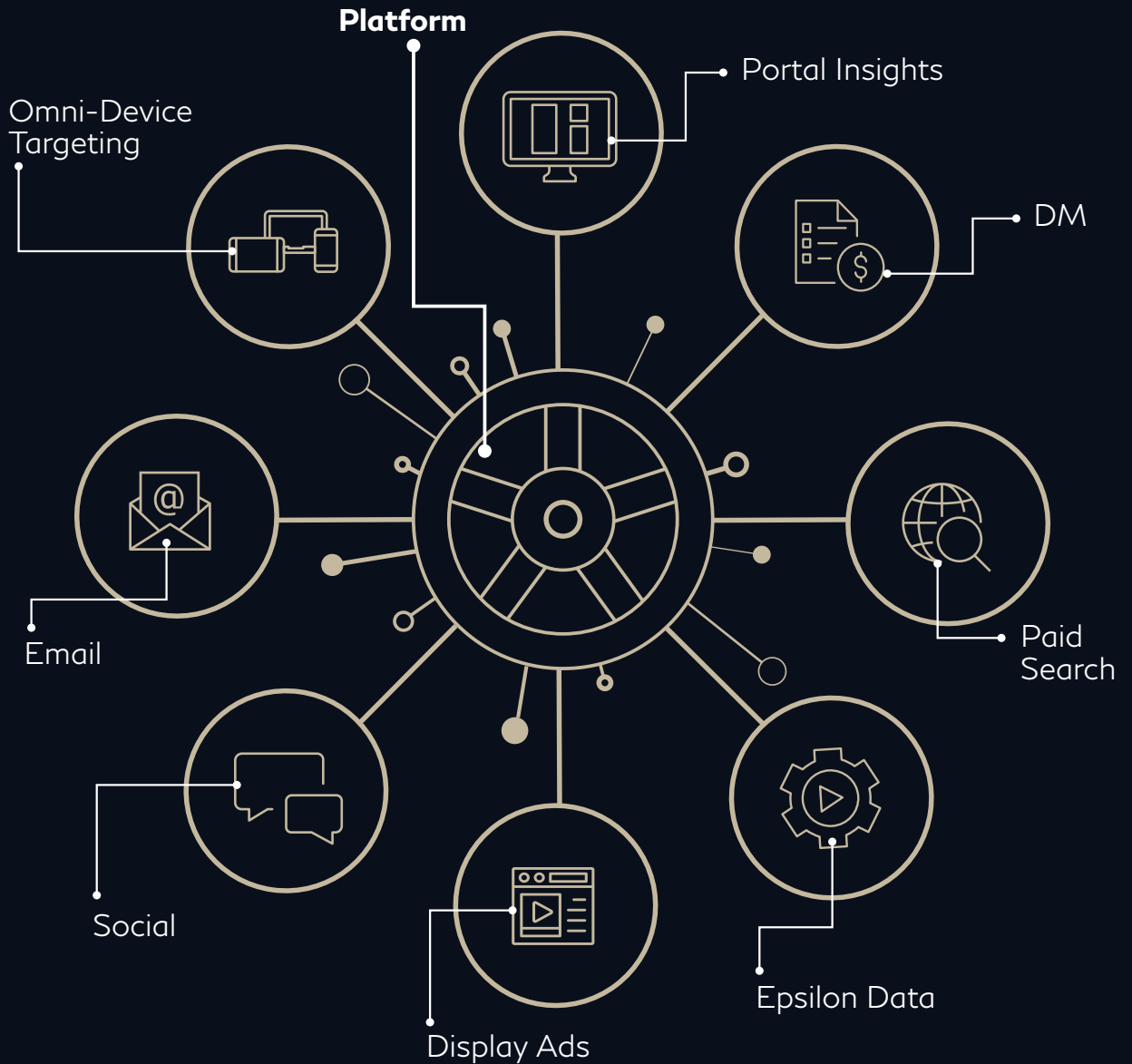
### REPORTING

- Included Call Tracking
- Transparent Reporting
- Performance Dashboard
- Updated Daily



# ICONS EXPLAINED

Each icon represents a key product or feature



**Contact Your Epsilon Marketing Consultant  
for Pricing and a Live Demo**

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