



TargetRetail

TARGETRETAIL

- DealerFocused
- InfinitiSupported
- DataDriven
- ResultsDefined

Powered by:

EPSILON[®]



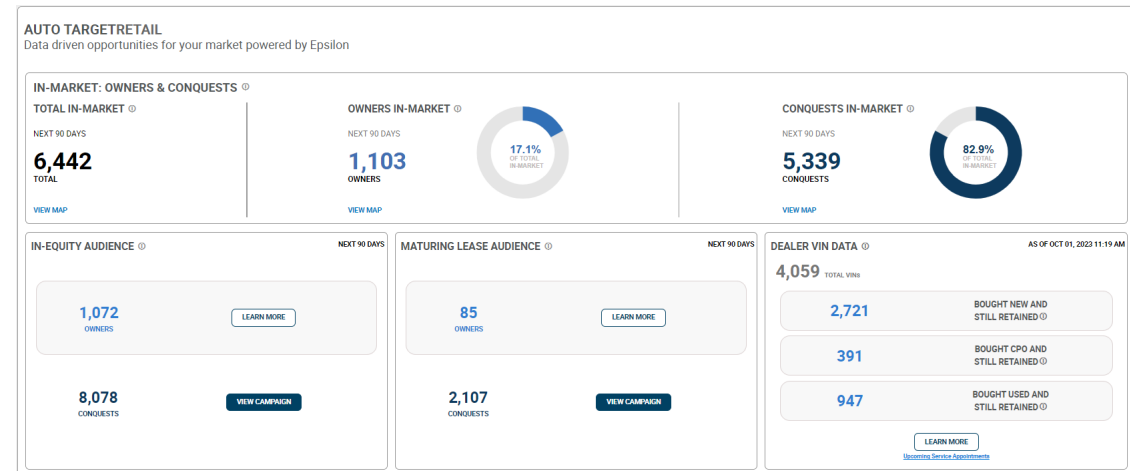
DEALER FOCUSED

A personalized multi-channel marketing platform offering multiple layers of data-driven audiences to deliver the right offer to the right shopper at the right time on the right channel. Fuel by inventory driven perfect payments, combined with unmatched audience insights. You save time, budget and vendor management.

INTELLIGENT DATA

Epsilon connects consumers digital fingerprint, their behaviors, and their next vehicle purchase intention to your dealership. TargetRetail puts you in front of the active car buyer.

- Over 200M Unique Individual ID's
- 7,000+ Consumer Actionable Attributes
- 250M+ Universal Conquest Records



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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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TargetRetail



Robust Data Set with AI & Machine Learning

OEM Data

Financial Data

Individual Data

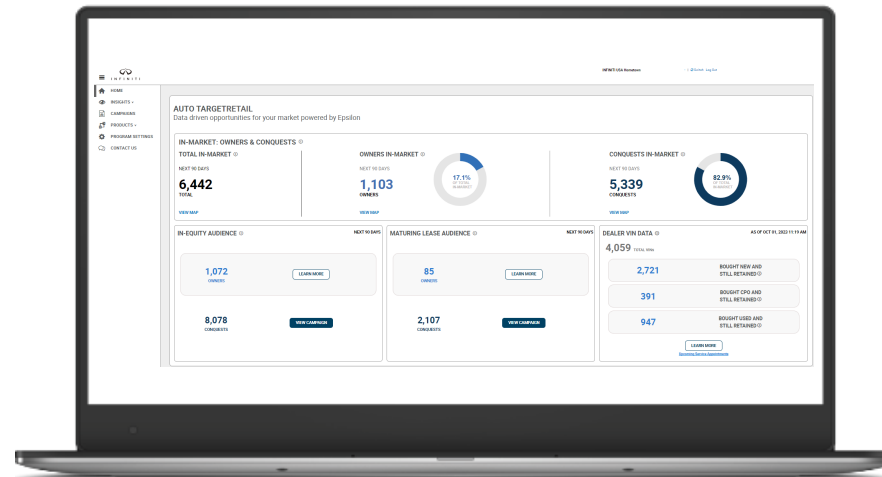
Demographic Data

Transactional Data

Engagement Data

Mobile & Device Data

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

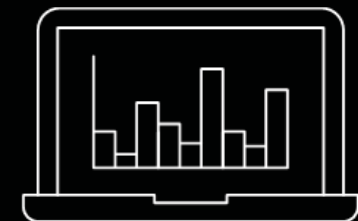


Intelligent Marketing



Online Display
Geo-Targeting
Social
Email
Direct Mail
pURL

Key Reporting & Measurements



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TargetRetail



PERSONALIZED MULTI-CHANNEL CAMPAIGNS

- IN-MARKET • IN-EQUITY • TRADE-IN OFFER • MATURING LEASE • USED/CPO • SERVICE TO SALES

With Epsilon's superior data and proprietary predictive modeling algorithms, you now have a holistic marketing platform enhancing the customer journey from sales through service.

Online Display



Social



Email



Direct Mail



Personal URL

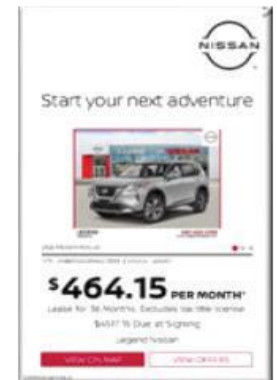


<p>IN-MARKET Identify your owners and conquest consumers in market for a new vehicle. Utilize your dealership data as well as competitive data to find owners and conquest consumers in your area who meet the criteria for being in-market for a new vehicle. Set your budget, select your audience, and choose your channels to create your customized campaign.</p> <p>WALK CAMPAIGN MODEL CHANGES CONQUEST CHANGES</p>	<p>20,902 Conquest & Owner In-Market</p>
<p>IN-EQUITY Target your owners and conquest consumers with the current equity of their vehicle. Identify owners and potential owners with positive equity on their current vehicle which they can use toward a new vehicle purchase or lease. Set your budget, select your audience, and choose your channels to create your customized campaign.</p> <p>WALK CAMPAIGN MODEL CHANGES CONQUEST CHANGES</p>	<p>4,375 Conquest & Owner In-Equity</p>
<p>TRADE-IN OFFER Make targeted offers to owners and conquests. Target your owners and conquest consumers within your market with an offer from your dealership to buy back their current vehicle based on their present vehicle type and current payment. Set your budget, select your audience, and choose your channels to create a customized campaign.</p> <p>WALK CAMPAIGN MODEL CHANGES CONQUEST CHANGES</p>	<p>4,129 Conquest & Owner Trade-In Offer</p>
<p>MATURING LEASE Target your current owner and conquest consumers with expiring leases. Contact lease/capital finance owner/lessee, independent contract owner/lessee and competitive-make business near the end of their lease. Set your budget, select your audience, and choose your channels to create your customized campaign.</p> <p>WALK CAMPAIGN MODEL CHANGES CONQUEST CHANGES</p>	<p>119 Conquest & Owner Maturing Lease</p>

ALWAYS ON MARKETING INCLUDED!

NEVER MISS AN OPPORTUNITY

Even when you're not actively running campaigns, we'll keep your sales funnel full EVERY month targeting the most IN-MARKET owners & conquests in YOUR PMA.



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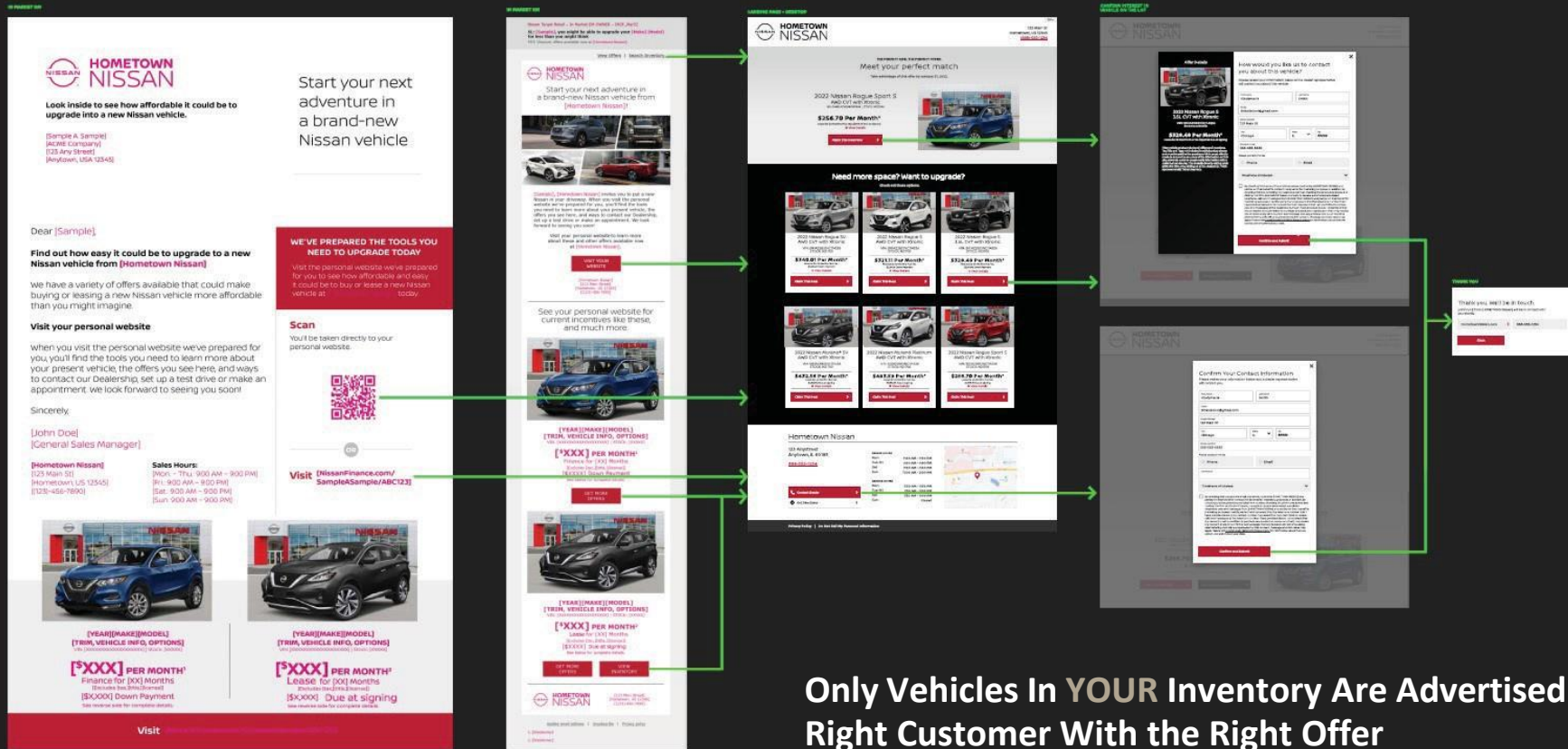




TargetRetail



INVENTORY DRIVEN DYNAMIC



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

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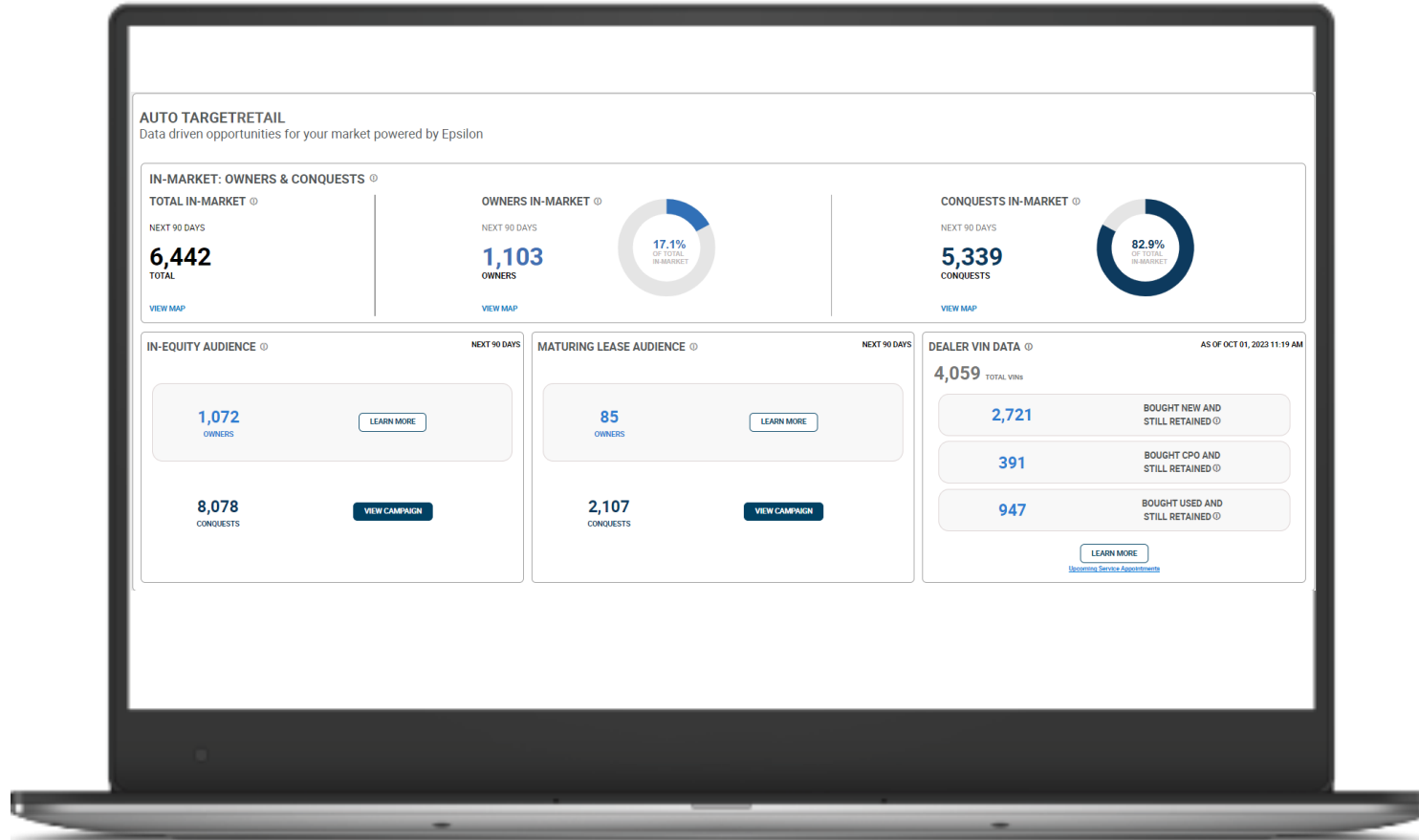




TargetRetail



— YOUR CUSTOM DASHBOARD



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- ☰ INFINITI
- HOME
- INSIGHTS ▾
- CAMPAIGNS
- PRODUCTS ▾
- PROGRAM SETTINGS
- CONTACT US

AUTO TARGETRETAIL

Data driven opportunities for your market powered by Epsilon

IN-MARKET: OWNERS & CONQUESTS

TOTAL IN-MARKET

NEXT 90 DAYS

6,442

TOTAL

[VIEW MAP](#)

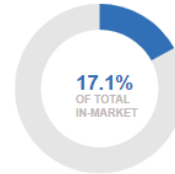
OWNERS IN-MARKET

NEXT 90 DAYS

1,103

OWNERS

[VIEW MAP](#)



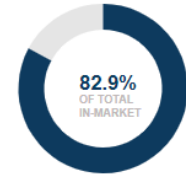
CONQUESTS IN-MARKET

NEXT 90 DAYS

5,339

CONQUESTS

[VIEW MAP](#)



IN-EQUITY AUDIENCE

NEXT 90 DAYS

1,072

OWNERS

[LEARN MORE](#)

8,078

CONQUESTS

[VIEW CAMPAIGN](#)

MATURING LEASE AUDIENCE

NEXT 90 DAYS

85

OWNERS

[LEARN MORE](#)

2,107

CONQUESTS

[VIEW CAMPAIGN](#)

DEALER VIN DATA

AS OF OCT 01, 2023 11:19 AM

4,059 TOTAL VINS

2,721

BOUGHT NEW AND STILL RETAINED

391

BOUGHT CPO AND STILL RETAINED

947

BOUGHT USED AND STILL RETAINED

[LEARN MORE](#)

[Upcoming Service Appointments](#)

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TargetRetail



BACK

IN-MARKET

ALL

OWNERS

CONQUESTS

SHOW:

PMA

CONQUEST IN-MARKET WITH VALID ZIP CODES

NEXT 90 DAYS

6,061

CONQUESTS

VIEW CAMPAIGN



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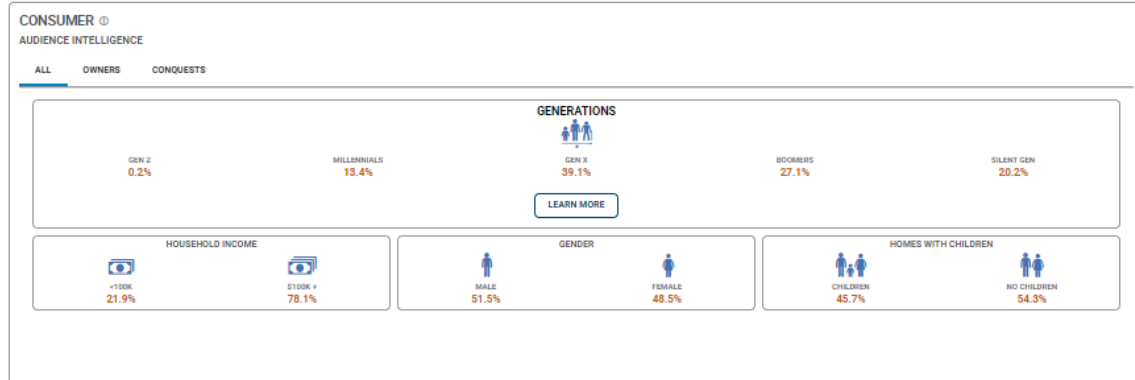
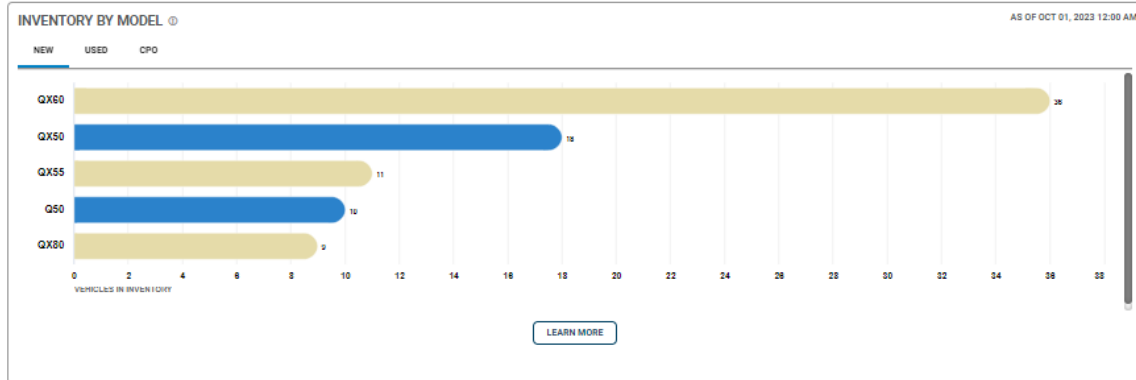
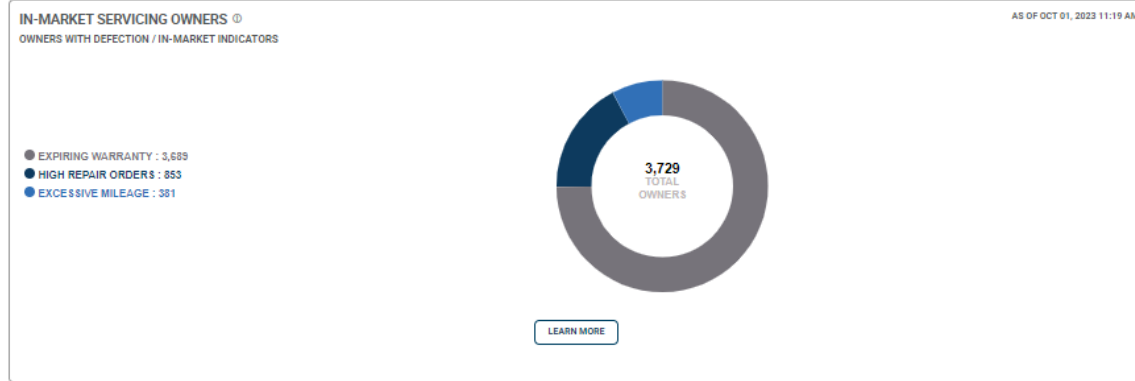
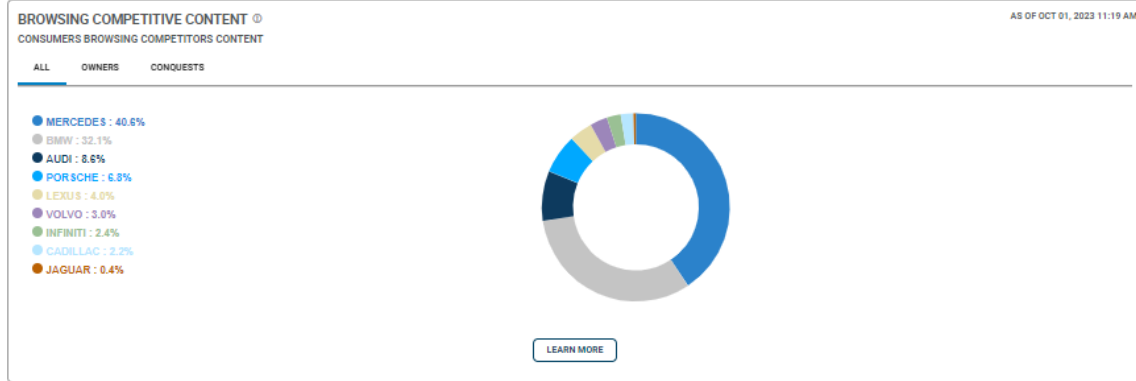




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KEY INSIGHTS



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PRE-OWNED

Target In Market consumers with a Pre-Owned vehicle offer.

Utilize dealership and competitive data to find consumers that are likely shopping for a Pre-Owned vehicle. Set your budget, select your audience, and choose your channel(s) to create your customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- CONQUEST CREATIVES
- DOWNLOAD OWNERS



CERTIFIED PRE-OWNED

Target In Market consumers with a Certified Pre-Owned vehicle offer.

Utilize your dealership data as well as competitive data to find an audience in your area who meet the criteria for being In Market for a vehicle and target them with a CPO message. Set your budget, select your audience, choose your channels to create your customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- CONQUEST CREATIVES
- DOWNLOAD OWNERS



IN-MARKET

Identify your audience in market for a new vehicle.

Utilize your dealership data as well as competitive data to find audiences in your area who meet the criteria for being in market for a new vehicle. Set your budget, select your audience, and choose your channels to create your customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- CONQUEST CREATIVES
- DOWNLOAD OWNERS



SERVICE TO SALES

Identify consumers in your AOR with vehicles that are due for service.

This program identifies consumers likely due for service. Triggers include, expired warranties, excessive miles, vehicle age, time since last visit or previously declined service. With this campaign, you can set your budget, select your audience, and choose your channels to create your customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- DOWNLOAD OWNERS



DMS MARKETING CAMPAIGN

Target consumers from your DMS, who have purchased from your dealership.

Utilize DMS sales data to communicate Retail offers. Set your budget, select your audience, and choose your channel(s) to create your customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- DOWNLOAD OWNERS



MATURING LEASE

Target your current audience with expiring leases.

Contact captive finance owner-lessees, independent contract owner-lessees and competitive-make lessees near the end of their leases. Set your budget, select your audience, and choose your channels to create your customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- CONQUEST CREATIVES
- DOWNLOAD OWNERS



IN-EQUITY

Target your audience with the current equity of their vehicle.

Identify audience with positive equity on their current vehicle which they can use toward a new vehicle purchase or lease. Set your budget, select your audience, and choose your channels to create your customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- CONQUEST CREATIVES
- DOWNLOAD OWNERS



TRADE IN OFFER

Make Targeted offers to Owners and Conquests.

Target your Owner and Conquest customers within your market with an offer from your dealership to buy back their current vehicles based on their present vehicle type and current payment. Set your budget, select your audience, and choose your channels to create a customized campaign.

- BUILD CAMPAIGN
- OWNER CREATIVES
- CONQUEST CREATIVES
- DOWNLOAD OWNERS

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TargetRetail



BUILD CAMPAIGN:
IN-MARKET

9,273 3,212 OWNERS
6,061 CONQUEST

MAXIMUM AUDIENCE

9,273 3,212 OWNERS
6,061 CONQUEST

SELECTED AUDIENCE

SELECT YOUR AUDIENCE ⓘ

9,273 of 9,273

3,212 Owners | 6,061 Conquest

FILTERS SELECTED

CONSUMER ▾ 1 —

CUSTOMER TYPE ⓘ

ALL

CONQUEST

OWNERS

DISTANCE FROM DEALER ⓘ

ALL

ENTER RADIUS IN MILES

ZIP CODES ⓘ

ALL

ENTER ZIPS

FINANCIAL ▾ +

OWNED VEHICLE ▾ —

OWNED VEHICLE TYPE ⓘ

ALL

NEW

USED (CPO)

OWNED VEHICLE SEGMENT ⓘ

ALL

COUPE

HATCHBACK

PICKUP

VAN

WAGON

CAR

LIGHT TRUCK

SPORTS

SUV

TRUCK

OTHERS

AVERAGE VEHICLE AGES ⓘ

ALL

ENTER RANGE

OWNED MAKES AND MODELS ⓘ

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TargetRetail



BUILD CAMPAIGN:
IN-MARKET

9,273 3,212 OWNERS
6,061 CONQUEST

MAXIMUM AUDIENCE

1,877 0 OWNERS
1,877 CONQUEST

SELECTED AUDIENCE

SELECT CAMPAIGN DURATION ⓘ 30 DAYS ▾

CHANNELS SELECTED | DIRECT MAIL, EMAIL, SOCIAL

All channels include a personal landing page
Select your spend for each available channel

AVAILABLE CHANNELS ⓘ

	UNIT PRICE ⓘ	MINIMUM SPEND ⓘ	MAXIMUM SPEND ⓘ	CAP ⓘ	EST. TOTAL ⓘ
<input type="checkbox"/> OFF DIRECT MAIL OWNERS (0 CUSTOMERS)	\$1.21	\$242.00	\$0.00	\$ 0.00	\$0.00
<input checked="" type="checkbox"/> ON DIRECT MAIL CONQUESTS (1,877 CUSTOMERS)	\$1.21	\$242.00	\$2,271.17	\$ 2271.17	\$2,271.17
<input type="checkbox"/> OFF EMAIL OWNERS (0 CUSTOMERS)	\$0.10	\$20.00	\$0.00	\$ 0.00	\$0.00
<input checked="" type="checkbox"/> ON EMAIL CONQUESTS (922 CUSTOMERS)	\$0.15	\$30.00	\$138.30	\$ 138.30	\$138.30
<input type="checkbox"/> OFF SOCIAL OWNERS (0 CUSTOMERS)	\$0.26	\$52.00	\$0.00	\$ 0.00	\$0.00
<input checked="" type="checkbox"/> ON SOCIAL CONQUESTS (924 CUSTOMERS)	\$0.26	\$52.00	\$240.24	\$ 240.24	\$240.24
TOTAL					\$2,649.71

PLACE ORDER

CANCEL

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THE FUTURE OF AUTOMOTIVE



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