

Epsilon®

JAGUAR LAND ROVER

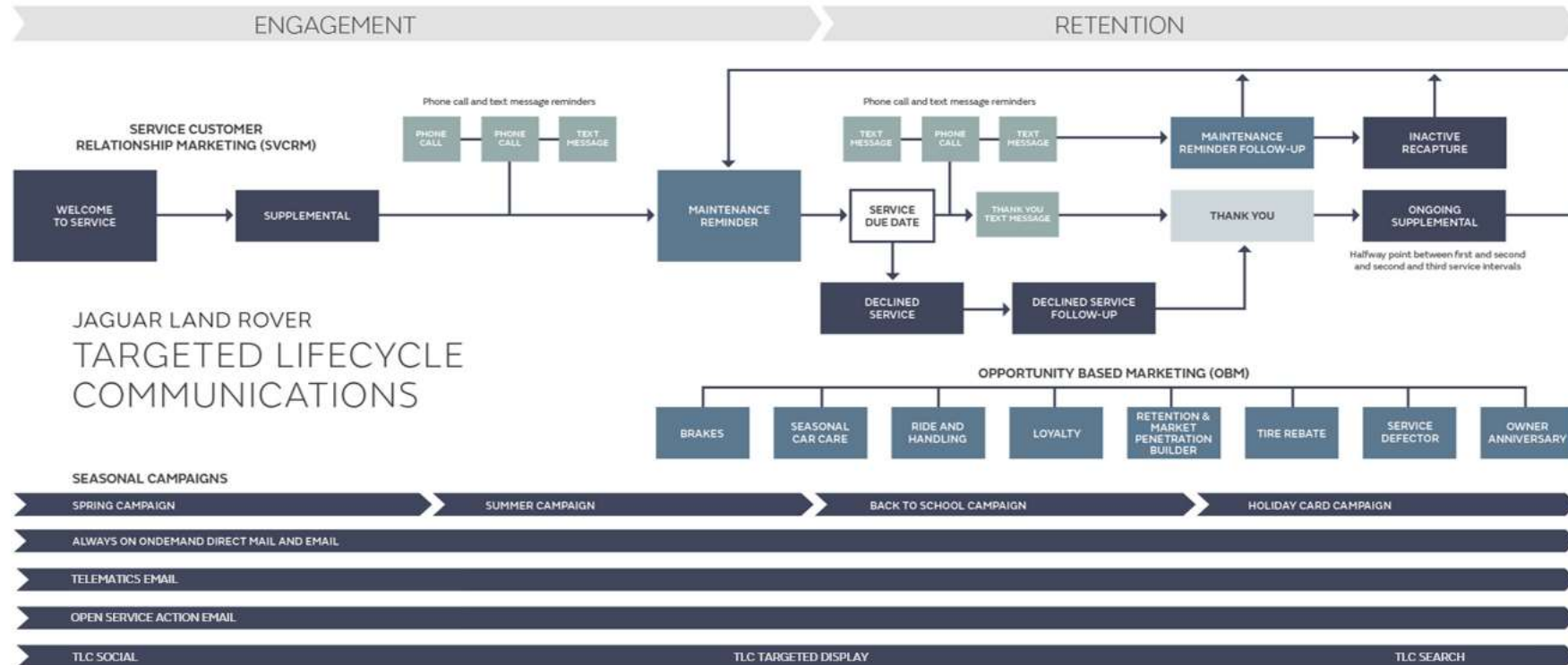
JAGUAR LAND ROVER
TARGETED LIFECYCLE  COMMUNICATIONS

BY EPSILON

01 TARGETED LIFECYCLE COMMUNICATIONS

One comprehensive program providing highly targeted communications throughout the entire Jaguar and Land Rover ownership lifecycle.

- Channels include direct mail, email, text, phone, search, targeted display, and social.
- As of 2024, JLR Corporate and Epsilon will be working on a full creative refresh to accommodate the new Land Rover House of Brands and Modern Luxury.
- Program details and reporting available via Retailer portal.



02 SERVICE CRM

Leveraging Retailer DMS data, this program targets owners based on their actual service activity and factory recommended service intervals.

Focused on **maximizing service revenues**, addressing key points through the ownership lifecycle, with timely and relevant communications.

- **Audience:** Targets owners within enrolled retailer's DMS system.
- **Timing:** Cadence based driven by customer's service activity. Deploys weekly.
- **Communications:** Features eight key multi-channel communications to reach the customer at each stage of their ownership lifecycle.
- **Channels:** Direct Mail, Email, Text, Phone, and Social Media Ads.
- **Available to retailers as a stand-alone product or in addition to any TLC product.**



YOUR LAND ROVER EXPERIENCE BEGINS NOW

Dear <CUSTOMER>,
 CONVINCE ME... Thank you for your purchase from Land Rover. As the new owner of a Land Rover Model, you are now a part of our history. A rich 70-year history that continues with every adventure you take and every challenge you face.
 ATTEMPT... SECTION: We'd like to ensure you that we are here to provide you with the support to quality service for the full life of your Land Rover vehicle. When it comes to the complete and all-in-one service provided by our Land Rover Service Promise offers the ultimate peace of mind.
 ATTEMPT... SECTION: We're committed to helping you keep the adventure alive by providing you with an outstanding ownership experience. As you receive our maintenance reminders, please contact us to arrange an appointment.
 Sincerely,
 NAME, SIGNATURE, LABEL, SEC. SIGNATURE, TITLE | <SIGNATURE, NAME> | <SIGNATURE, TITLE>

IT ALL STARTED WITH A SKETCH

1947 The first Land Rover is born as a sketch of a military vehicle.
 1993 The original Land Rover Defender model is born.
 1970 The Range Rover is born as a sketch of a luxury car.
 2012 The Range Rover is born as a sketch of a luxury car.
 <20XX> The Range Rover is born as a sketch of a luxury car.

DEALER CHOICE COUPON OFFER 1

\$XXX.XX OFF
 Offer valid upon purchase of a new Land Rover vehicle. Offer ends 12/31/2023. See dealer for details. Terms, conditions and restrictions apply. ©2023 Jaguar Land Rover. All rights reserved.

Creative refresh to begin upon receipt of 2024 Modern Luxury assets.

03 OPPORTUNITY BASED MARKETING (OBM)

Analytically driven program focused on maximizing repair revenue, proactively identifying specific opportunities and providing targeted communications.

- **Audience:** Leverages advanced analytics and predictive models to identify customers who are most likely to respond to campaigns featuring targeted service offers that meet their specific needs.
- **Timing:** Core deploys monthly, supplemental deploys quarterly. Customers are not communicated to more than four times annually.
- **Communications:** Features eight multi-channel campaigns focused on separate repair needs.
- **Channels:** Direct Mail, and Email
- **Available to retailers as a stand-alone product or in addition to any TLC product.**



04 TLC SOCIAL

Leverages data from select Service CRM touchpoints and Opportunity Based Marketing (OBM) to serve Facebook and Instagram video ads.

SOCIAL: FACEBOOK & INSTAGRAM ADS

Reach customers with the same message multiple times through attention-getting video ads on their Facebook and Instagram news feeds.

- Video ads are dealerized to help market and brand each store.
- Facebook video ads with strong calls to action to entice engagement.
- Real-time identification models pick the best time and place to send a message.
- Each message is built for an optimal viewing experience across any device a customer may be using.



RETAILER LANDING PAGE

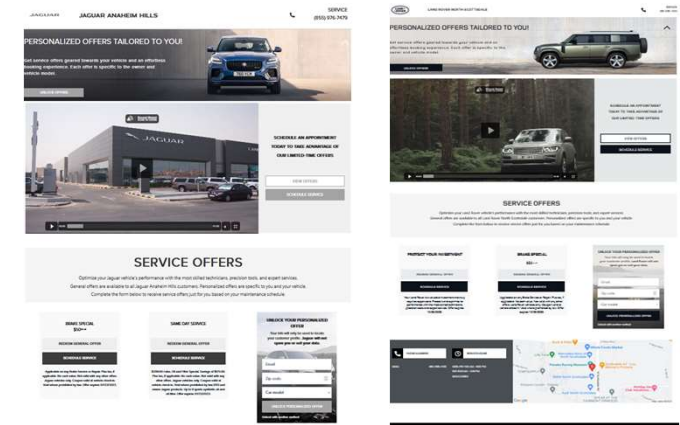
Targeted owners will be directed to a retailer-branded landing page where their offers will be presented, and they will have the ability to schedule service.

FULLY INTEGRATED!

When owners click through the social ad, they will receive the same custom offers from the direct mail and email that were selected based on data for the specific touchpoint.

Available only to retailers enrolled in Service CRM, and/or OBM who meet minimums.

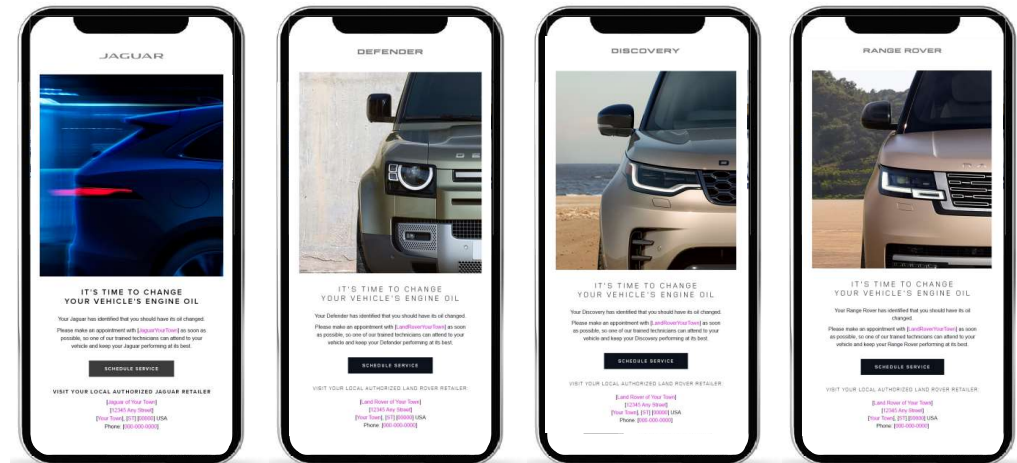
Creative refresh to begin upon receipt of 2024 Modern Luxury assets.



05 TELEMATICS EMAIL

Focused on maximizing service revenues, designed to target audience based on vehicle telematics data.

- **Audience:** Leverages JLR telematics data to target customers whose vehicle has triggered a “service due” alert or are coming due for service/repair.
- **Timing:** Deploys daily to customer’s whose vehicle has triggered a service alert.
- **Communications:** Features five email alerts segmented by Jaguar and Land Rover House of Brands. Communications come from JLRNA and encourage owners to visit their retailer to have service or repair completed.
- **Available to retailers as a stand-alone product or in addition to any TLC product.**

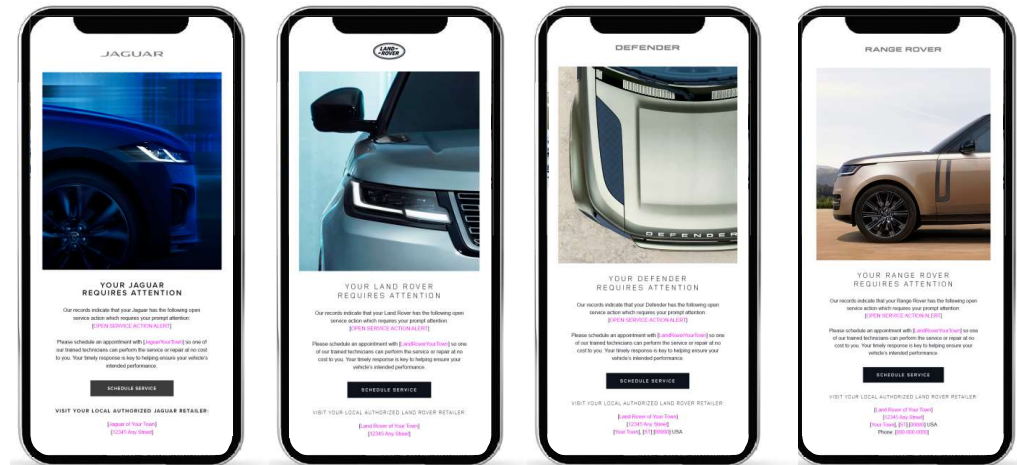


06 OPEN SERVICE ACTION EMAIL

NEW IN 2023

Focused on awareness, designed to target audience based on select vehicle Open Service Action alerts.

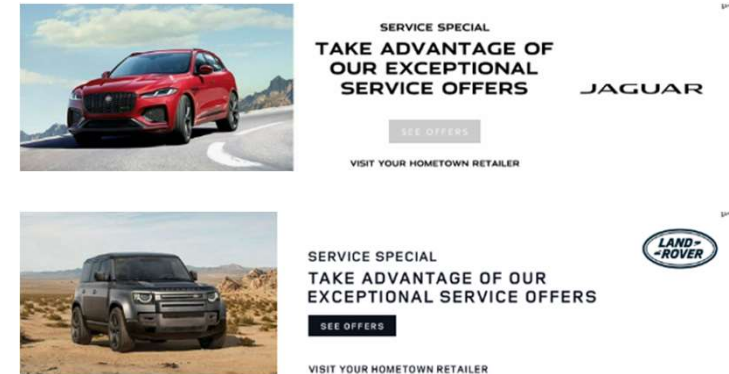
- **Audience:** Leverages select alerts from JLR OSA data to target owners.
- **Timing:** Alerts are re-evaluated and deployed monthly.
- **Communications:** Features email detailing OSA alert, segmented by Jaguar, Land Rover, and Land Rover House of Brands. Communications encourage owners to visit their retailer to have service or repair completed.
- **Available to retailers as a complimentary addition to any TLC product.**



07 TLC TARGETED DISPLAY

Reach customers across devices with personalized online advertising. Reach customers wherever they are consuming content with relevant digital messages at the right time, across all their devices — desktop, mobile and tablet.

- **Audience:** Targets select inactive owners.
- **Timing:** “Always on”, runs monthly.
- **Communications:**
 - RO Match to Media – The only Display solution tying online ads to offline RO’s.
 - Hyper targeted ads to each retailers’ customers.
 - Auto Suppression of Responders – Transacting customers stop getting messaged (Smart media).
- **Available only to retailers enrolled in a TLC product.**



Creative refresh to begin upon receipt of 2024 Modern Luxury assets.

08 TLC SEARCH

NEW IN 2023

Harness the power of Google with optimized and customized ads that drive clicks, calls, and appointments. Be one of the first results when customers search for service and parts online.

- Drive more calls to your service advisors, schedule more appointments, and drive traffic to your website.
- Increase RO opportunities, gain more visibility to your retailer and your unique service information, and increase your potential to capture new service customers.
- Optional wholesale parts support at no additional cost.
- Optimize your campaigns so that your budget goes toward the ads and keywords that are driving leads and phone calls.
- **Available only to retailers enrolled in a TLC product.**

09 SEASONAL CAMPAIGNS

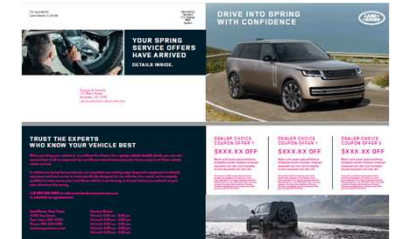
Seasonal campaigns are analytically driven, designed to drive revenue and re-engage owners.

- **Audience:** Active, Inactive, and Conquest owners. Varies per campaign and is proposed to and approved by JLR Corporate.
- **Timing:** 4 – 5 times per year.
- **Communications:** Features (1) direct mail and (1) email per campaign. Communications center around Spring, Summer, Back to School, and Winter Holidays.
- **Available to retailers as a stand-alone product or in addition to any TLC product.**

HOLIDAY



SPRING



SUMMER



FALL



10 ONDEMAND CAMPAIGNS

Choose from a library of customizable Service and Sales templates designed to augment core programs and drive supplemental traffic and business. Platforms allow for timing flexibility, custom list uploads, and are linked directly to the retailer's DMS. Supported with campaign performance reporting and history.

OnDemand Email Subscription Features

- Monthly subscription service.
- Message board to showcase what's new, important updates, and more.
- Unlimited email deployments at no extra cost.

OnDemand Direct Mail Features

- No enrollment required.
- Conquest list options available.
- POLK lists available.
- Free and easy enrollment with no set-up fees or contracts.

Available to retailers as a stand-alone product or in addition to any TLC product.

