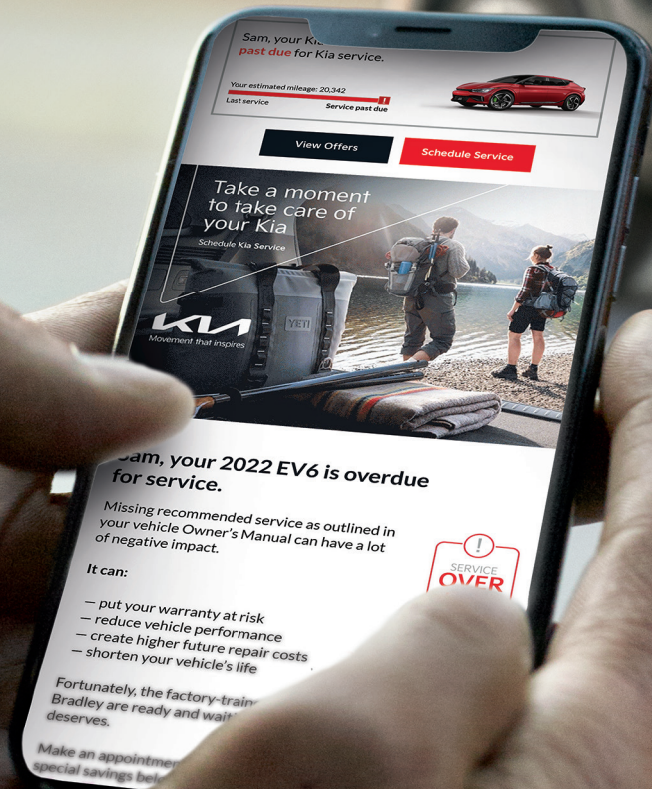


# Each moment of engagement

Brought to you by **Epsilon**<sup>®</sup>



Movement that inspires



KORE 2.0



# KORE 2.0

## A turn-key, results-driven owner retention program designed specifically for Kia dealers

The **Kia Owner Retention Experience (KORE) 2.0** will enable your dealership to make impactful business decisions online and in real time. This service reminder program is based on a multi-channel approach, including email, direct mail, social, search engine marketing, and dealer landing pages. Base KORE 2.0 triggers are powered by communication logic and business rules to deliver smarter, more intuitive messaging.

### **KORE 2.0** Cadence

Helps your dealership stay top of mind and engages your owners for ongoing maintenance with a multi-channel communication approach.

### **KORE 2.0** Cadence Plus

Lets you choose touchpoints to add companion Direct Mail from Maintenance/Overdue, Declines, Missed Appointment.

### **KORE 2.0** Social

Adds Social channel and Dealer Landing Pages to specific touchpoints.

### **KORE 2.0** OnDemand

Provides 24/7 access to a wide variety of Direct Mail & Email campaign templates.

### **KORE 2.0** SEM

Leverages Dealer Paid Search and Dealer Landing Pages.





## KORE 2.0 Features

- Complete creative refresh
- Specific indicators triggered by deferred service
- Optional Direct Mail available for most KORE 2.0 touchpoints
- Unique campaign verbiage to specifically address EV owners, and owners with an active Kia Maintenance Plan™ (KMP)<sup>1</sup>



## KORE 2.0 Differentiators

- Service Reminder Social package<sup>2</sup>
- Dealer-set coupon offers: \$ OFF, % OFF, fixed price, or complimentary
- Digital Wallet feature within coupons
- Tire, brake, and battery “wear” campaigns
- Email campaigns/coupons available in Spanish
- KORE 2.0 program is eligible for FORMF/DAS co-op reimbursement
- Dealerized landing pages



## KORE 2.0 Integrations


- Appointment scheduling link/scannable code
- Dealer Tire link
- Accessories pricing guide link
- Sunbit financing link
- Kia Maintenance Plan™ (KMP)<sup>1</sup> integration into KORE triggers
- Open Service Campaign/Recall integration into KORE 2.0 triggers



# KORE 2.0

## New Owner Welcome — Direct Mail

**[Welcome to your new Kia experience!]**



**Kia Service**  
 P.O. Box 88450  
 Carol Stream, IL 60188


PRESORTED  
 STANDARD  
 U.S. POSTAGE  
 PAID  
 PERMIT 2546

**[Customer\_Firstname], thank you for choosing [Dealership].**

We're here for you. You can reach us by phone at [Service\_Phone#] or stop in and see our service experts!

«First\_Name» «Last\_Name»  
 «Address»  
 «City» «State» «Zip code»  
 .....

**[Customer\_Firstname], remember this moment.**



On behalf of the entire staff at [Dealership], congratulations on your [Year] [Model]! It's an exciting moment — but only the first of countless more to come.

Routine maintenance, including full synthetic oil changes, is key to keeping your [Model] in optimal condition. We'll help you stay current with your recommended maintenance schedule by sending timely reminders when your Kia is due for service.

[Dealership] is committed to providing you with the utmost in quality service and an outstanding ownership experience.

**Schedule your first service online with us today.**

**Our Service Promise**  
 Exceptional service experiences are our top priority. As your one-stop shop for all maintenance, repairs, warranty work and tires, we're proud to offer dedicated care for your vehicle at fair and competitive prices.

**This moment of inspiration**  
 brought to you by Kia Service.



**Kia**  
 Movement that inspires

**Kia Service [Dealership]**

123 Anystreet Dr  
 Anytown, ST 12345  
 [Service\_Phone#]  
 [Website]  
 [Service Email]

**Service Hours**  
 Monday [OPEN] - [CLOSE]  
 Tuesday [OPEN] - [CLOSE]  
 Wednesday [OPEN] - [CLOSE]  
 Thursday [OPEN] - [CLOSE]  
 Friday [OPEN] - [CLOSE]  
 Saturday [OPEN] - [CLOSE]  
 Sunday [OPEN] - [CLOSE]

**We offer:**  
 Amenity  
 Amenity  
 Amenity  
 And more

**Genuine Kia Accessories**  
 Explore a wide variety of accessory options for your lifestyle. Genuine Kia Accessories are precisely fitted to each Kia model. Plus, our experts are available to help with installation.

**Online Scheduling**  
 Book an appointment for service at a time that's convenient for you with our easy online scheduler.

**Factory-Trained Technicians**  
 Bring your vehicle to the experts who know it best. Our skilled staff is trained specifically to work on Kia vehicles.


## First Maintenance Reminder — Email

### Intro To Service — Email

**Kia**  
 [Kia of Anytown]

[View Online](#) | [En Español](#)

**Take a moment to get to know us.**  
 Your Kia Service family.



**Kia**  
 Movement that inspires

**Where you take your Kia for service really does matter.**

[FirstName], when the time comes to service your Kia [Model], we have some great news!

We offer online scheduling, so it's easy to select an appointment time that's convenient for you.

[Dealership] is the smart choice for your service needs. It's where you will always find:

- Kia factory-trained technicians
- Kia-specialized tools
- State-of-the-art diagnostic equipment
- Genuine Kia Parts

**Kia**  
 [Kia of Anytown]

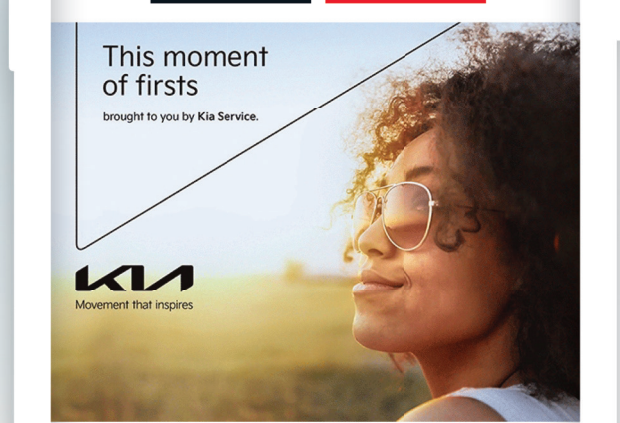
[View Online](#) | [En Español](#)

**[FirstName], your Kia [Model] is due for service.**

Your estimated mileage: [XXX,XXX]  
 Service due

[View Plan](#) [Schedule Service](#)

**This moment of firsts**  
 brought to you by Kia Service.



**Kia**  
 Movement that inspires

**[FirstName], you've had your Kia for a while now.**

You've probably experienced a lot of firsts... your first weekend trip, your first envious neighbors, your first chance to take it out on the open road.

**FIRST SERVICE DUE**



Defector — Email

**[FirstName], your Kia [Model] is past due for Kia Service.**

Your estimated mileage: [XXXXXXX]  
Last service Service past due

[View Offers](#) [Schedule Service](#)

Don't let this moment pass you by.  
Schedule Kia Service.

**Your Kia isn't getting the service it needs.**

[FirstName], we haven't seen your [Year] [Model] for its first recommended maintenance.

As you know, regular maintenance is important. But you may not know that **where you take your Kia is just as important.**

[Dealership] knows your [Model] inside and out — and has the expertise to treat it right.

Get back on track! Make an appointment online today.

**SERVICE OVER DUE**  
Schedule Now

Missed Appointment — Email

**[FirstName], we missed you and your [Model] at your scheduled service appointment.**

Your estimated mileage: [XXXXXXX]  
Last service Service past due

[View Offers](#) [Schedule Service](#)

**Rescheduling at [Dealership] is easy.**

[FirstName], whether you couldn't make it or simply forgot, we have you covered.

Reschedule this important service online and treat your Kia to the expert care that only [Dealership] can provide. You may also contact us at [phone] or [email].

We hope to see you and your [Model] soon!

**YOU MISSED YOUR SERVICE**  
Schedule Now

Deferred Service — Email

**[FirstName], the brake service that we recommended needs attention!**

<Lorem ipsum dolor sit amet, adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.>

[View Offers](#) [Schedule Service](#)

**[FirstName], your Kia [Model] needs attention.**

During your recent visit to [Dealership], we recommended important [brake] service that you chose to schedule at a later time.

Delaying this service any further could affect the safety and performance of your [Model].

[Schedule Service](#) [Shop Tires](#)

**SERVICE RECOMMENDED**  
Schedule Now

The moment has arrived.  
Schedule Kia Service.

**KIA**  
Movement that inspires

**Maintenance Reminder:**  
[Customer\_Firstname], your Kia [Model] is now due for service.

Your estimated mileage: [XXXX,XXX]

Last service Service Due

Schedule service online:



Scan this code to schedule your next Kia Service.

Call to make an appointment:  
[Dealer Phone#]

**YOUR NEXT SERVICE NOW DUE**

[Customer\_Firstname], you know that now is the time for scheduled service. **Book an appointment online today** or contact us if you have any questions.

Help ensure performance and safety with the exceptional quality of **Genuine Kia Parts**.

Identify any preventative maintenance needs with a **Complimentary Inspection**.

Get advanced wear protection temperature resistance, and engine sludge reduction with **Full Synthetic Oil**.

We really care about your Kia. Trust your [Model] to the folks who know it inside and out.

**Schedule an appointment online with our Kia Service experts today.**

COUPON  
[DISCOUNT %, FIXED, \$OFF]

Customer: [Offer\_Expiration\_Date]  
For [Customer\_Firstname]  
Valid at [Dealership]

[Dealership]  
123 Anytown Dr.  
[Service Phone #]  
[Website]  
[Service Email]

**Service Hours**  
Monday [OPEN] - [CLOSE]  
Tuesday [OPEN] - [CLOSE]  
Wednesday [OPEN] - [CLOSE]  
Thursday [OPEN] - [CLOSE]  
Friday [OPEN] - [CLOSE]  
Saturday [OPEN] - [CLOSE]  
Sunday [OPEN] - [CLOSE]

COUPON  
[DISCOUNT %, FIXED, \$OFF]

Customer: [Offer\_Expiration\_Date]  
For [Customer\_Firstname]  
Valid at [Dealership]

**KIA Service**  
P.O. Box 88450  
Carol Stream, IL 60188

**Reminder: Service is due for your [Model].**  
<First\_Name> <Last\_Name>  
<Address>  
<City> <State> <Zip code>  
<Phone Number>

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
PERMIT 2546

MAINT3



# KORE 2.0

- Base Program
- Plus-Up

Cadence Email  
 Cadence Direct Mail (DM)  
 Cadence Plus Addtl. DM  
 Cadence Social

KORE 2.0 Touchpoint		Cadence Timing				
New Owner	New Customer Welcome	3 days after delivery date	●	●		
	Accessories (current model year only)	15 days after delivery date	●		○	
	Intro To Service	45 days after delivery date	●		○	
	First Maintenance Reminder	135 days before first service due date	●			
	First Maintenance Reminder	45 days before first service due date	●		○	○
	First Maintenance Reminder	23 days before first service due date	●	●		○
	First Past Due Maintenance Reminder <sup>1</sup>	5 days after first maintenance reminder	●			
	First Service Appointment Reminder	1 day before appointment date <sup>2</sup>	●			
	First Missed Appointment Follow-Up	1 day after missed appointment	●		○	
	First After Service Thank You	1 day after RO close date	●		○	
	Deferred Tire/Brake/Battery/Other <sup>2</sup>	3 days after RO close date	●		○	
	Defector Communications	75 days after service due date	●		○	
Happy Purchase Anniversary (1 year)	21 days before anniversary date	●		○		
Loyal Owner	Maintenance Reminder	45 days before service due date	●		○	○
	Maintenance Reminder	23 days before service due date	●	●		○
	Past Due Maintenance Reminder <sup>1</sup>	5 days after maintenance reminder	●			
	Service Appointment Reminder	3 days before appointment date	●			
	Missed Appointment Follow-Up	1 day after missed appointment	●		○	
	After Service Thank You	1 day after RO close date	●		○	
	Deferred Tire/Brake/Battery/Other <sup>3</sup>	3 days after RO close date	●		○	
	Happy Purchase Anniversary (2 year)	21 days before anniversary date	●		○	
	Tire Wear	No tire replacement in last 12 months, vehicle purchase date more than 24 months from current date OR if the vehicle is a CPO and purchase date is more than 24 months from current date OR if purchase date is not available, vehicle model year is at least within the last 2 years	●		○	
	Brake Wear	Vehicle mileage greater than 48K, no brake service in last 12 months	●		○	
	Battery Wear	Vehicle purchase date more than 48 months, if purchase date is not available, vehicle model year is at least within the last 4 years, no battery replacement in last 12 months	●		○	
State Inspections <sup>4</sup>	30 days before, state specific	●		○		
Lapsed & Lost	Return Soon (+12 months no activity)	12 months after last RO date	●		○	
	Return Soon (+18 months no activity)	18 months after last RO date	●		○	

Maintenance due dates are based on estimated mileage and applicable Owner's Manual maintenance schedules.

Additional dealer-optional programs: **KORE 2.0 OnDemand** — 24/7 access to a wide variety of Direct Mail & Email templates  
**KORE 2.0 SEM** — Paid search including dealer landing page



**OPTIONAL PLUS UP PROGRAM PRICING**

\*Postage is a pass-thru cost, amounts above include postage (shown as of July 2023) and production.

Optional Plus Up Program	Additional Details	Pricing
KORE 2.0 Cadence Plus	Adds direct mail to select KORE 2.0 emails as a dual channel option (see selection chart on previous page)	\$0.74 per piece (including postage)
KORE 2.0 Social	Adds social to two maintenance reminder triggers to supplement email/direct mail. Cost includes ad spend and Epsilon management fee.	\$45 per month
KORE 2.0 SEM	Includes media spend and Epsilon management fee. (Management fee based on 20% of ad spend.) Select desire monthly budget.	\$360 per month
		\$480 per month
		\$750 per month
		\$900 per month
		\$1,050 per month
		\$1,650 per month
		\$2,160 per month



- 1 If no response to 1st Maintenance Reminder.
- 2 If appointment falls on weekend, reminder will be sent on the Friday prior to the appointment.
- 3 Must include name(s) of deferred service(s).
- 4 ICE vehicles only.
- 5 This program is eligible for FORMF/DAS co-op reimbursement.
- 6 Price includes 20% Epsilon management fee.



# KORE 2.0

Powered by **Epsilon**<sup>®</sup>



**Owner Retention  
Experience 2.0**

**Contact the KORE 2.0 Program Support Team**

**Email** [koreprogramsupport@epsilon.com](mailto:koreprogramsupport@epsilon.com)

**Phone** 888-838-8399 **Fax** 800-214-3845