



# GENESIS OWNER MARKETING

EFFECTIVE AND COMPREHENSIVE DIGITAL MARKETING  
SOLUTIONS TO EXCEED YOUR EXPECTATIONS

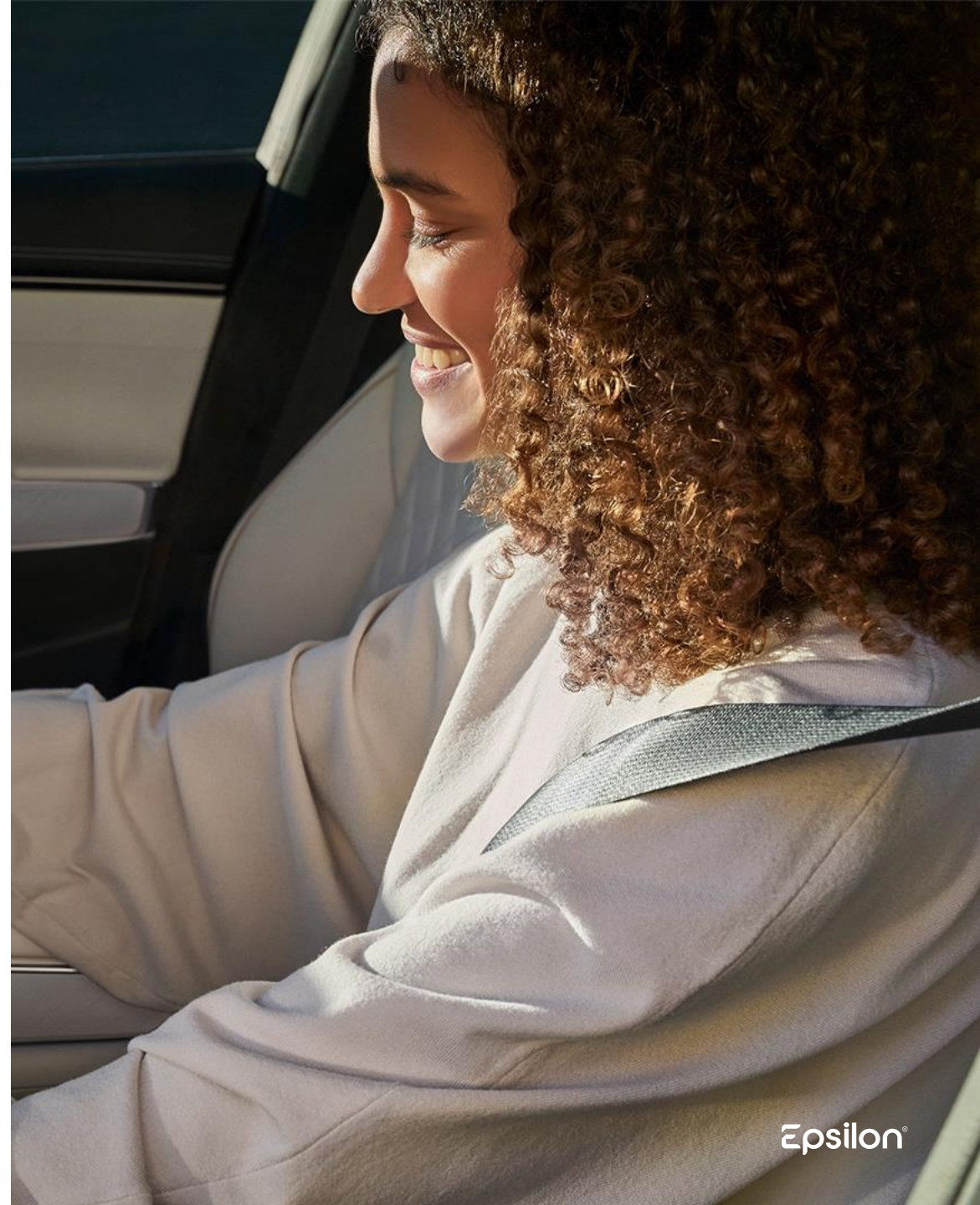
Epsilon®

# WHAT MAKES THE GENESIS PROGRAM DIFFERENT?

## FULL DATA & SYSTEM INTEGRATION WITH GENESIS

Cohesive, thorough, and relevant to retailer needs, the Genesis program creates the optional owner experience to drive more service traffic.

**ENSURE YOUR RETAILER IS THE ONLY  
PLACE OWNERS WILL WANT TO VISIT  
FOR THEIR CAR CARE NEEDS.**




# GENESIS OWNER MARKETING

## EMAIL COMMUNICATIONS WITH DATA-DRIVE MODULAR CONTENT

Cadence Modules

### 30 Day

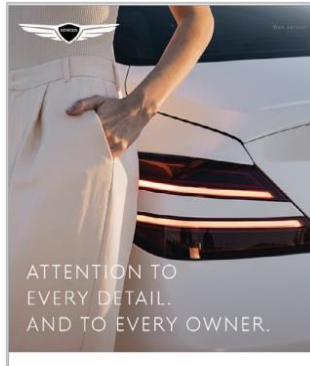


Dear <Christine Lynne Smith>,

Welcome to the Genesis family. Moving forward, you can expect the same level of attention to your vehicle's care as we gave to its design and engineering. For added peace of mind, your new vehicle comes with Complimentary Maintenance for 3 years/36k miles. You also receive Service Valet<sup>®</sup>, a complimentary offering that delivers extra convenience and comfort whenever you require expert maintenance. We look forward to providing meticulous customer care throughout your ownership journey.

Sincerely,  
Your <Hometown Genesis> Team

### 60 Day




Dear <Christine Lynne Smith>,

In addition to its meticulous design and engineering, your new Genesis <Model> comes with peace of mind in the form of Complimentary Maintenance<sup>®</sup> for 3 years/36k miles. It also provides other premium luxury benefits, such as:

- Genesis Service Valet<sup>®</sup>
- Map Updates
- SiriusXM<sup>®</sup> Traffic and Data
- 24/7 Roadside Assistance
- Genesis Connected Services<sup>®</sup>

See below to find out more. Luxury is in the details, and it's our goal to attend to every one of them during your ownership journey.

### Maintenance Reminder



<CHRISTINE-LYNNE>, YOU'RE DUE FOR SCHEDULED MAINTENANCE AT <HOMETOWN GENESIS>.

<Service Due: <Month XX, XXXX>>

Details matter when it's time for service. And that time is now. Schedule an appointment today for the expert maintenance your <Model> needs, so you can continue to feel the premium luxury of Genesis.

SCHEDULE SERVICE VALET<sup>®</sup>

VIEW OFFERS

### Overdue Maintenance



<CHRISTINE-LYNNE>, YOUR GENESIS IS PAST DUE FOR PRECISION MAINTENANCE AT <HOMETOWN GENESIS>.


<Service Due: <Month XX, XXXX>>

To provide true luxury, nothing can be overlooked — especially maintenance. Here is a friendly reminder so you don't overlook yours. Schedule an appointment today, so our staff can complete your overdue service. There's no detail too small for our factory-trained technicians, and no time like the present for expert care.

SCHEDULE SERVICE VALET<sup>®</sup>

VIEW OFFERS

### After-Service Thank You



<CHRISTINE-LYNNE>, THANK YOU FOR SERVICING YOUR VEHICLE AT <HOMETOWN GENESIS>.

It was our pleasure attending to all the fine points of your vehicle's care. You can always count on our meticulous service, and we look forward to maintaining your luxury vehicle — and all of your ownership needs — in the future.

VIEW OFFERS

GENESIS REMINDS YOUR GENESIS IS PAST DUE FOR PRECISION MAINTENANCE AT <GENESIS OF HOMETOWN>.

Service Due: August 8, 2021

To provide true luxury, nothing can be overlooked — especially maintenance. Here is a friendly reminder so you don't overlook yours. Schedule an appointment today, so our staff can complete your overdue service. There's no detail too small for our factory-trained technicians, and no time like the present for expert care.

SCHEDULE APPOINTMENT

VIEW OFFERS

SAFETY RECALLS OR SERVICE CAMPAIGNS

Learn if there are any safety recalls or service campaigns on your vehicle. Your preferred Genesis retailer will complete the repairs at no cost to you.

MORE INFORMATION

CONNECTED CARE FEATURES

AUTOMATIC COLLISION NOTIFICATION (ACN)<sup>®</sup>

Whenever an accident occurs and its airbags are deployed, your Genesis will automatically contact the Genesis Connected Services Emergency Response Center.

MONTHLY VEHICLE HEALTH REPORT<sup>®</sup>

GenS<sup>®</sup> checks each and every month from a vehicle health evaluation of key performance systems that is automatically emailed to you or delivered to your app-equipped mobile device.

DISCOVER MORE

WE LOOK FORWARD TO SEEING YOU.

Genesis of Hometown  
12345 Appleton Circle  
Hometown, IL 34567  
Genesis Service: 318-417-1234  
www.genesisofhometown.com

Service Hours  
Mon - Fri: 10:00 AM - 6:00 PM  
Sat: 10:00 AM - 3:00 PM

SCHEDULE APPOINTMENT

YOUR OFFERS

<OFFER TITLE PLACEHOLDER>

- Offer body copy
- Bullet 1 line placeholder
- Bullet 2 line placeholder
- Bullet 3 line placeholder

<\$XX.XX OFF>

<SUBTEXT (OPTIONAL)>

<Offer title only. Plus tax and disposal fees, if applicable. Price may vary by model. Not valid with any other offers. No cash value and non-transferable. Offer valid at time of transaction. Void where prohibited by law. Certain restrictions apply. See offer code <XXXX>. Offer expires <XXXXXX>.

Phone: Genesis 800-800-8000  
Sample A, Sample M, #000000

<OFFER TITLE PLACEHOLDER>

- Offer body copy
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Sample A, Sample M, #000000

VIEW MORE OFFERS

ADDITIONAL RESOURCES

MYGENESIS RESOURCES

GETTING STARTED GUIDES

QUICK REFERENCE GUIDES

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# GENESIS RETAILER CASE STUDY

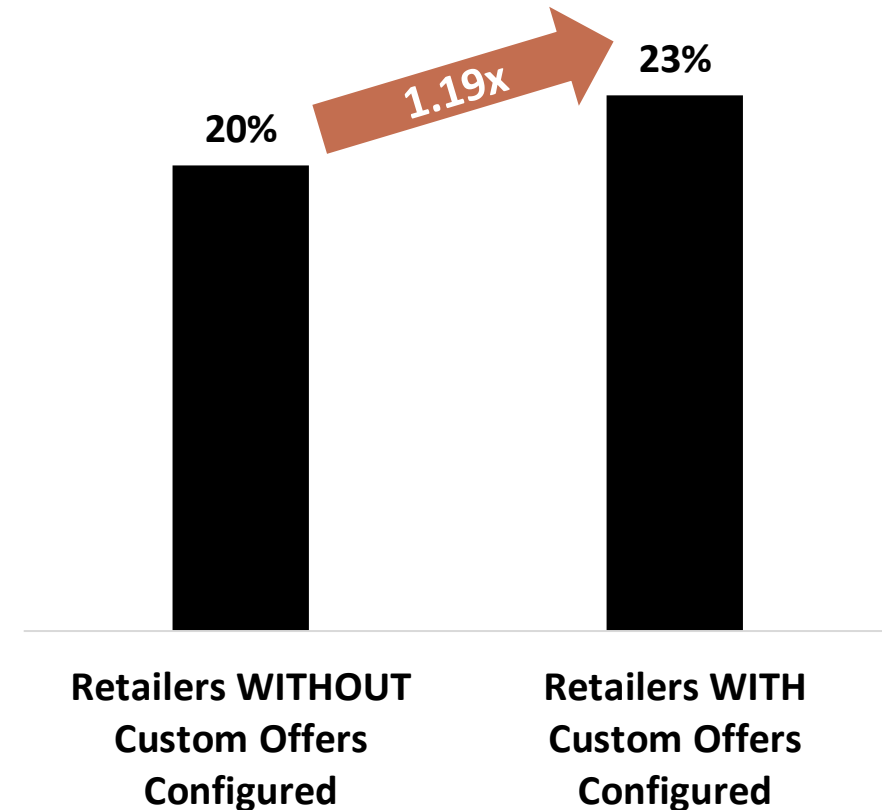
## CUSTOM OFFER CONFIGURATION

EPSILON ANALYSIS OF GENESIS RETAILERS' CAMPAIGN PERFORMANCE CONFIRMS THAT GENESIS RETAILERS WITH FULLY CONFIGURED CUSTOM SERVICE OFFERS HAD A UNIQUE RESPONSE RATE OF **19% BETTER** THAN THOSE WITH NON-CONFIGURED RETAILERS.

### RECOMMENDATION:

Work with your Epsilon PHQ to ensure that your custom offers are configured and to keep these selections up-to-date.

## Genesis Maintenance Reminder CPRO Response Rate, 2022



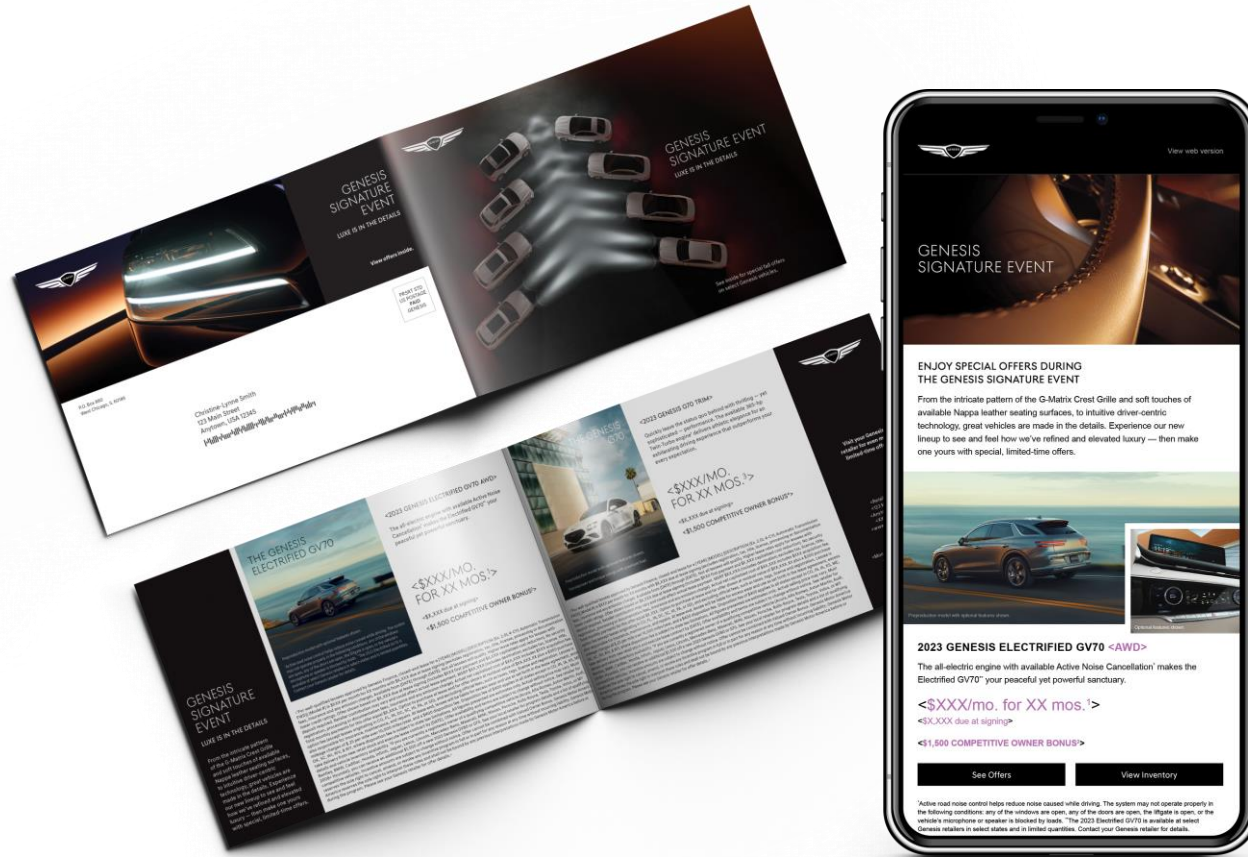
# GENESIS DIRECT CONNECTION

Provide elevated Tier 3 Genesis branded turn-key email and direct mail solutions to support vehicle sales in coordination with Tier 1 marketing efforts.





# GENESIS DIRECT CONNECTION



## PROMOTE NEW VEHICLES TO CURRENT & CONQUEST OWNERS

Genesis Direct Connection helps boost revenue, move more inventory, and extend owner relationships with access to:

- Turnkey, pre-approved Genesis-compliant direct mail & email
- Qualified in-market conquest audiences
- Current in-market **Genesis** owners
- Co-op eligibility
- Promote 2 vehicles with incentives based on regional/ national incentives

**Easily enroll in Genesis Direct Connection today.**

1. PHQ will send an announcement email each month with available counts and highlighted vehicles for the following month
2. Contact your PHQ rep and select audiences and 2 of 3 highlighted vehicles
3. Watch it Deploy & see the sales come in

	RMAP	COMMENCED RETAILERS	NON-COMMENCED RETAILERS
Email Campaign Deployment Cost	\$0	\$0	\$35
Genesis Owner Email Cost Per Record Sent	\$0	\$0	\$0.03
Conquest Data Cost Per Record (0-1,000 Records)	\$0	\$0.33	\$0.35
Additional Conquest Data Cost (1,001+ Records)	\$0.33*	\$0.33*	\$0.35
Direct Mail Per Piece with First-Class Postage	\$1.18*	\$1.18*	\$1.18

\*These costs are co-op eligible for 50% reimbursement.

**To get started, contact your Genesis PHQ representative at 800.446.8165 or GenesisPHQ@epsilon.com.**