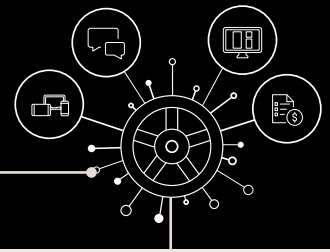




TargetRetail

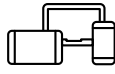
Drive Sales, Reduce Waste,
Deliver Results



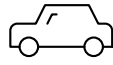
WHAT YOU WANT



Only target real in-market shoppers



Reach consumers across all their devices in real time



Market only YOUR Dealership's inventory to buyers

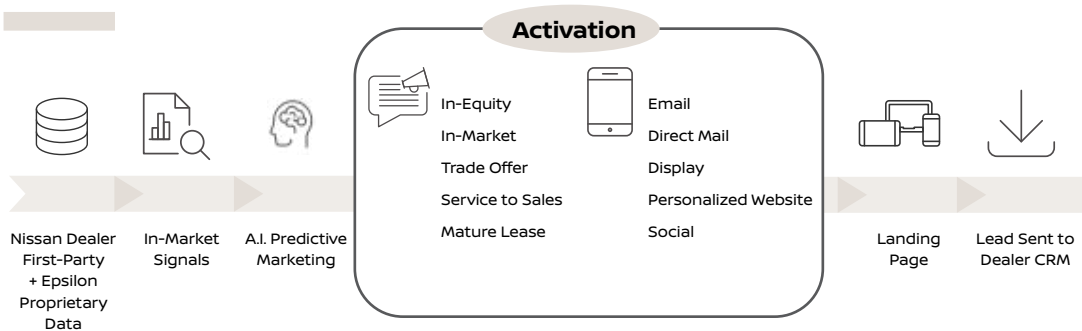


Accurately gauge effectiveness of your campaigns

WHAT TARGETRETAIL DELIVERS

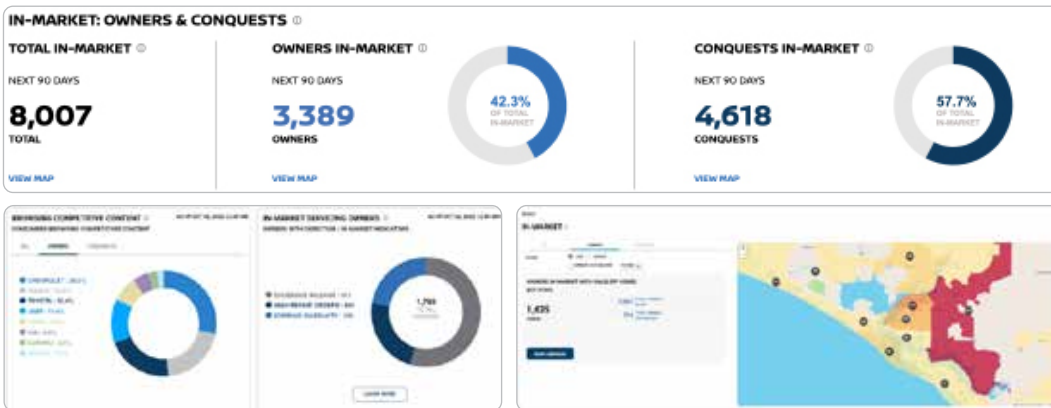
TargetRetail is a digitally driven, omni-channel, retail-focused marketing platform that will drive sales, reduce wasted advertising budget, target in-market customers, and help you achieve your goals.

HOW IT WORKS



GAIN GREATER CUSTOMER INSIGHT

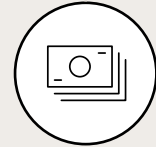
Through proprietary modeling technology, you'll get unlimited access to in-market customers when they're ready to buy.



TARGETRETAIL

- Unlimited access to the insights and campaign platform
- Low-cost, multi-channel audience activation (media spend)

Contact Your Epsilon Marketing Consultant
for Pricing and a Live Demo



Proven ROI
from our 3-step
approach



Hyper-Targeted
Audiences
Eliminates non-eligible
consumers



Personalized Incentives
Recommend the best vehicles
and offers for every individual



Custom Media Mix
Select the channels you want
or have Epsilon do it for you

WHO'S IN-MARKET?

Your campaigns will
deploy to customers
who are...

IN-MARKET

Actively searching for
vehicles they need now

**MOST LIKELY TO
PURCHASE IN THE
NEXT 90 DAYS**