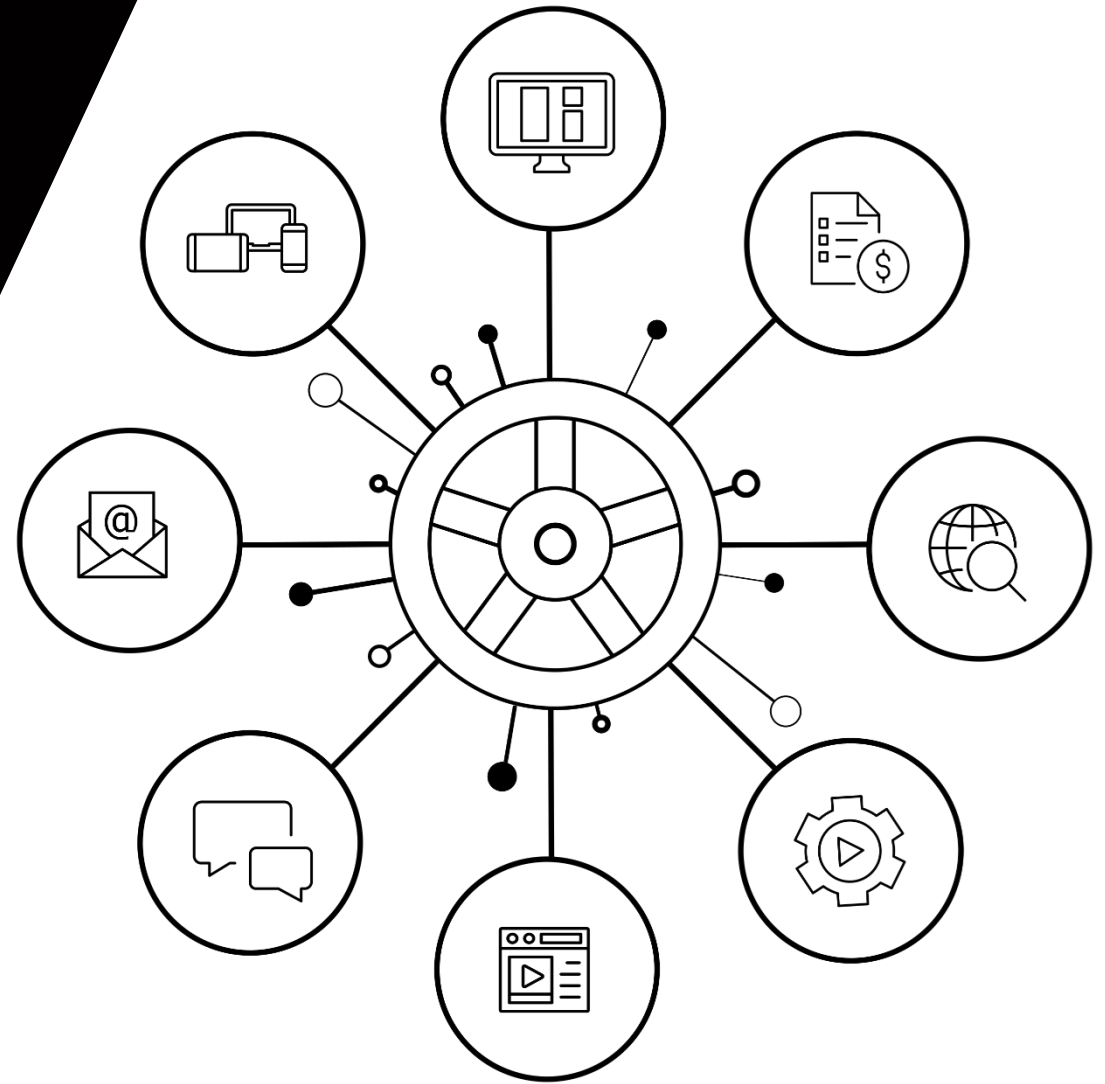




TargetRetail

- DealerFocused
- NissanSupported
- DataDriven
- ResultsDefined

Powered by:





TargetRetail



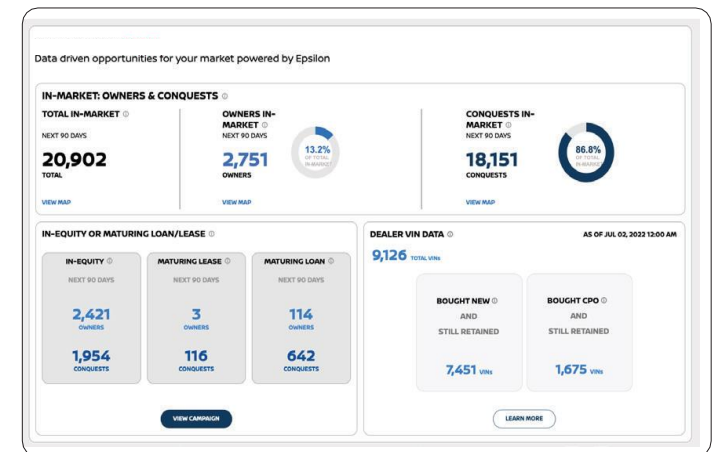
DEALERFOCUSED

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
- 1st Party OEM Data Feed Direct Inventory Access



Powered by:





TargetRetail



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

Powered by:





TargetRetail



L

Data driven opportunities for your market powered by Epsilon

IN-MARKET: OWNERS & CONQUESTS

TOTAL IN-MARKET

NEXT 90 DAYS

9,273

TOTAL

[VIEW MAP](#)

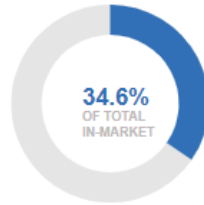
OWNERS IN-MARKET

NEXT 90 DAYS

3,212

OWNERS

[VIEW MAP](#)



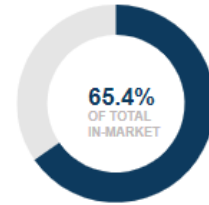
CONQUESTS IN-MARKET

NEXT 90 DAYS

6,061

CONQUESTS

[VIEW MAP](#)



IN-EQUITY AUDIENCE

NEXT 90 DAYS

1,975

OWNERS

[LEARN MORE](#)

468

CONQUESTS

[VIEW CAMPAIGN](#)

MATURING LEASE AUDIENCE

NEXT 90 DAYS

258

OWNERS

[LEARN MORE](#)

509

CONQUESTS

[VIEW CAMPAIGN](#)

DEALER VIN DATA

AS OF APR 02, 2023 11:36 AM

10,043 TOTAL VINS

BOUGHT NEW
AND
STILL RETAINED

6,790

BOUGHT CPO
AND
STILL RETAINED

3,253

[LEARN MORE](#)

Powered by:





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>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>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 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.</p> <p>4,129 Conquest & Owner Trade In Offer</p> |
| | <p>MATURING LEASE Target your current owner and conquest consumers with expiring leases. Contact RMAC negative finance owner leases, independent contract owner leases and competitive make leases near the end of their leases. Set your budget, select your audience, and choose your channels to create your customized campaign.</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.

Powered by:

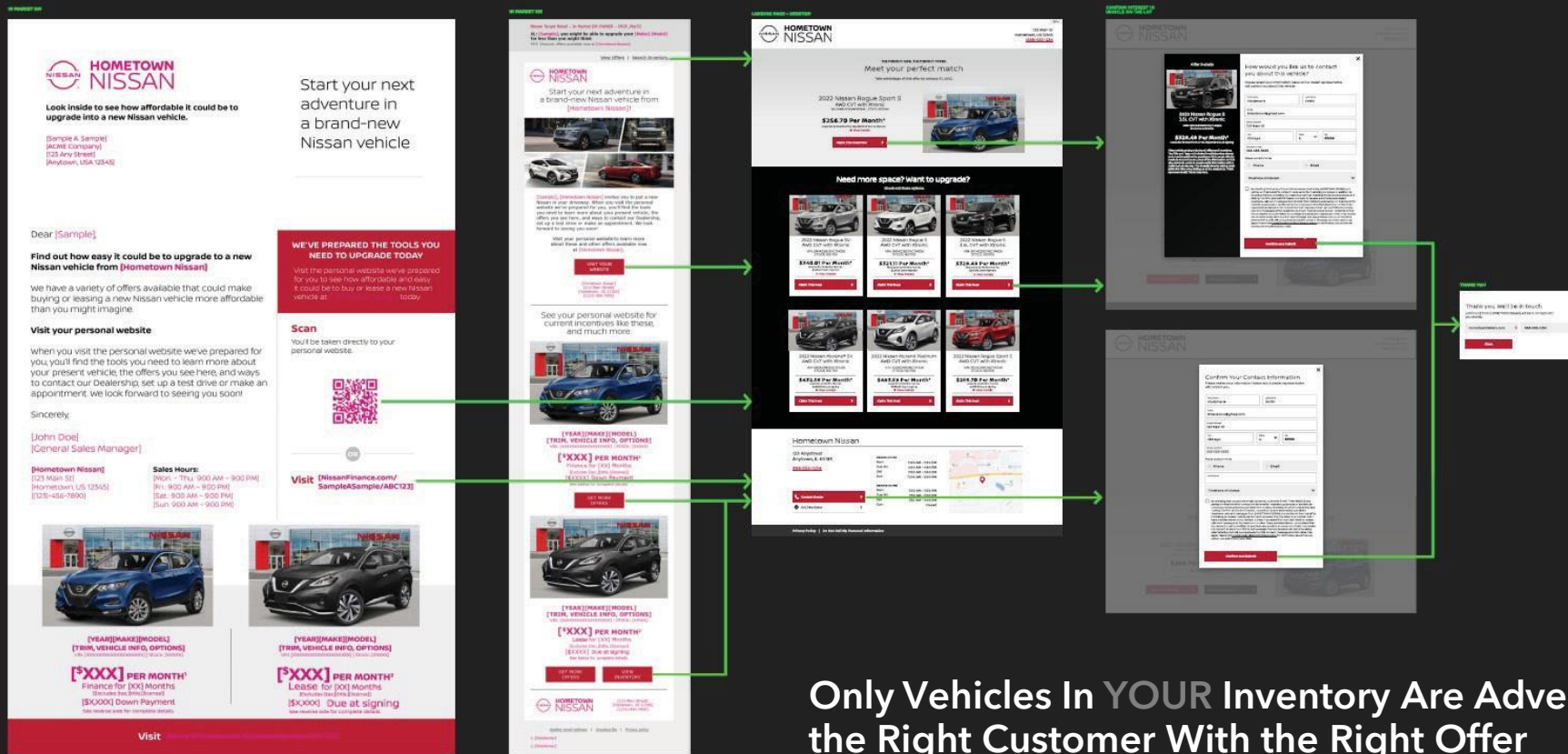
Epsilon®



TargetRetail



INVENTORY DRIVEN DYNAMIC



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

Powered by:

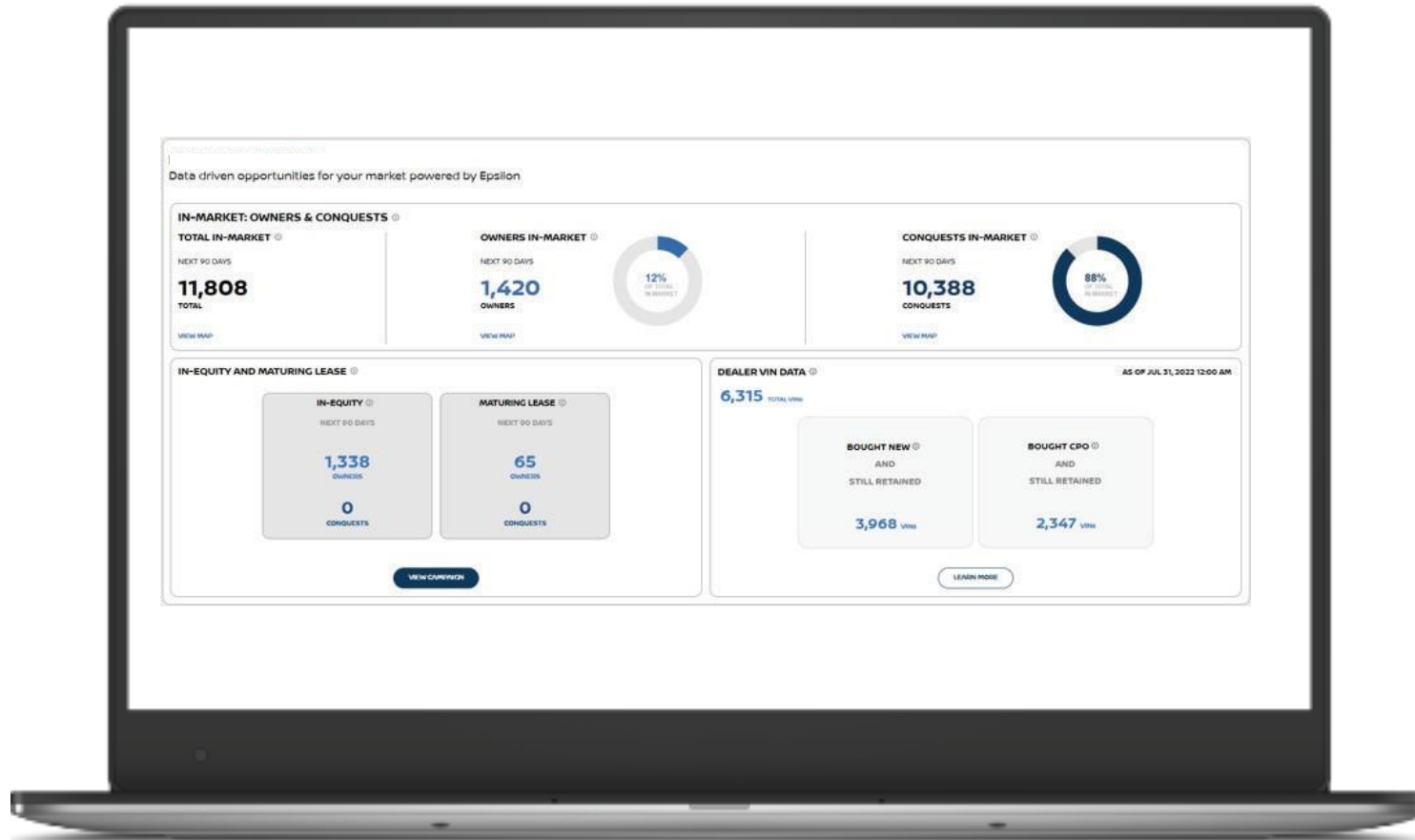




TargetRetail



— YOUR CUSTOM DASHBOARD



Powered by:





TargetRetail



Data driven opportunities for your market powered by Epsilon

IN-MARKET: OWNERS & CONQUESTS ⓘ

TOTAL IN-MARKET ⓘ

NEXT 90 DAYS

9,273

TOTAL

[VIEW MAP](#)

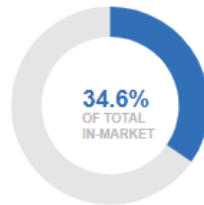
OWNERS IN-MARKET ⓘ

NEXT 90 DAYS

3,212

OWNERS

[VIEW MAP](#)



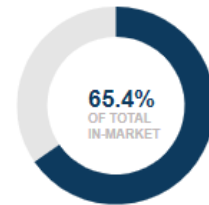
CONQUESTS IN-MARKET ⓘ

NEXT 90 DAYS

6,061

CONQUESTS

[VIEW MAP](#)



IN-EQUITY AUDIENCE ⓘ

NEXT 90 DAYS

1,975

OWNERS

[LEARN MORE](#)

468

CONQUESTS

[VIEW CAMPAIGN](#)

MATURING LEASE AUDIENCE ⓘ

NEXT 90 DAYS

258

OWNERS

[LEARN MORE](#)

509

CONQUESTS

[VIEW CAMPAIGN](#)

DEALER VIN DATA ⓘ

AS OF APR 02, 2023 11:36 AM

10,043 TOTAL VINS

BOUGHT NEW ⓘ
AND
STILL RETAINED

6,790

BOUGHT CPO ⓘ
AND
STILL RETAINED

3,253

[LEARN MORE](#)

Powered by:





TargetRetail



BACK

IN-MARKET

ALL OWNERS **CONQUESTS**

SHOW: PMA

CONQUEST IN-MARKET WITH VALID ZIP CODES

NEXT 90 DAYS

6,061

CONQUESTS

VIEW CAMPAIGN



Powered by:





TargetRetail



KEY INSIGHTS

BROWSING COMPETITIVE CONTENT

CONSUMERS BROWSING COMPETITORS CONTENT

AS OF APR 02, 2023 11:36 AM

ALL OWNERS CONQUESTS

- TOYOTA : 23.7%
- HONDA : 20.1%
- KIA : 16.1%
- CHEVROLET : 11.3%
- JEEP : 9.8%
- NISSAN : 8.3%
- FORD : 5.7%
- SUBARU : 5.0%

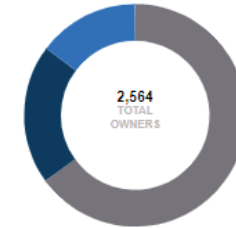


IN-MARKET SERVICING OWNERS

OWNERS WITH DEFECTION / IN-MARKET INDICATORS

AS OF APR 02, 2023 11:36 AM

- EXPIRING WARRANTY : 1,666
- HIGH REPAIR ORDERS : 520
- EXCESSIVE MILEAGE : 378

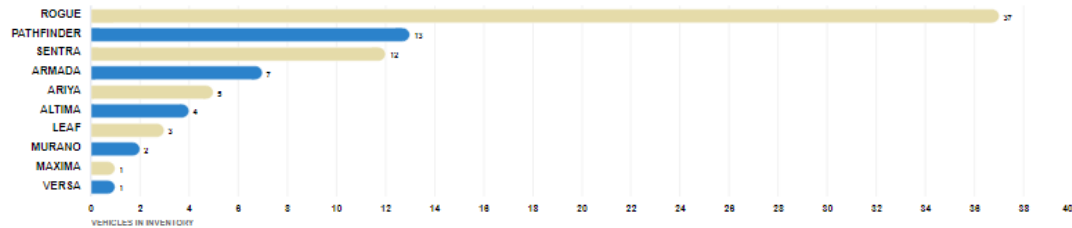


LEARN MORE

INVENTORY BY MODEL

AS OF APR 06, 2023 12:00 AM

NEW USED CPO



LEARN MORE

CONSUMER

AUDIENCE INTELLIGENCE

ALL OWNERS CONQUESTS

GENERATIONS

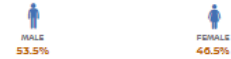


LEARN MORE

HOUSEHOLD INCOME



CENDER



HOMES WITH CHILDREN



Powered by:





TargetRetail



IN MARKET - THRILL OF THE DRIVE EVENT

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

9,273

Audience
In Market - Thrill of the
Drive Event



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

9,273

Audience
Certified Pre-Owned



TRADE IN OFFER

Make Targeted offers to Owners.

Target your Owners with an offer from your dealership to buy back their current vehicle(s) based on their present vehicle type and current payment. Set your budget and choose your channels to create a customized campaign.

BUILD CAMPAIGN

OWNER CREATIVES

DOWNLOAD OWNERS

5,147

Audience
Trade In Offer



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

2,443

Audience
In-Equity

Powered by:





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 ⓘ

Powered by:

Epsilon[®]



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

Powered by:





TargetRetail



**THE FUTURE OF
AUTOMOTIVE**



Powered by:

Epsilon[®]