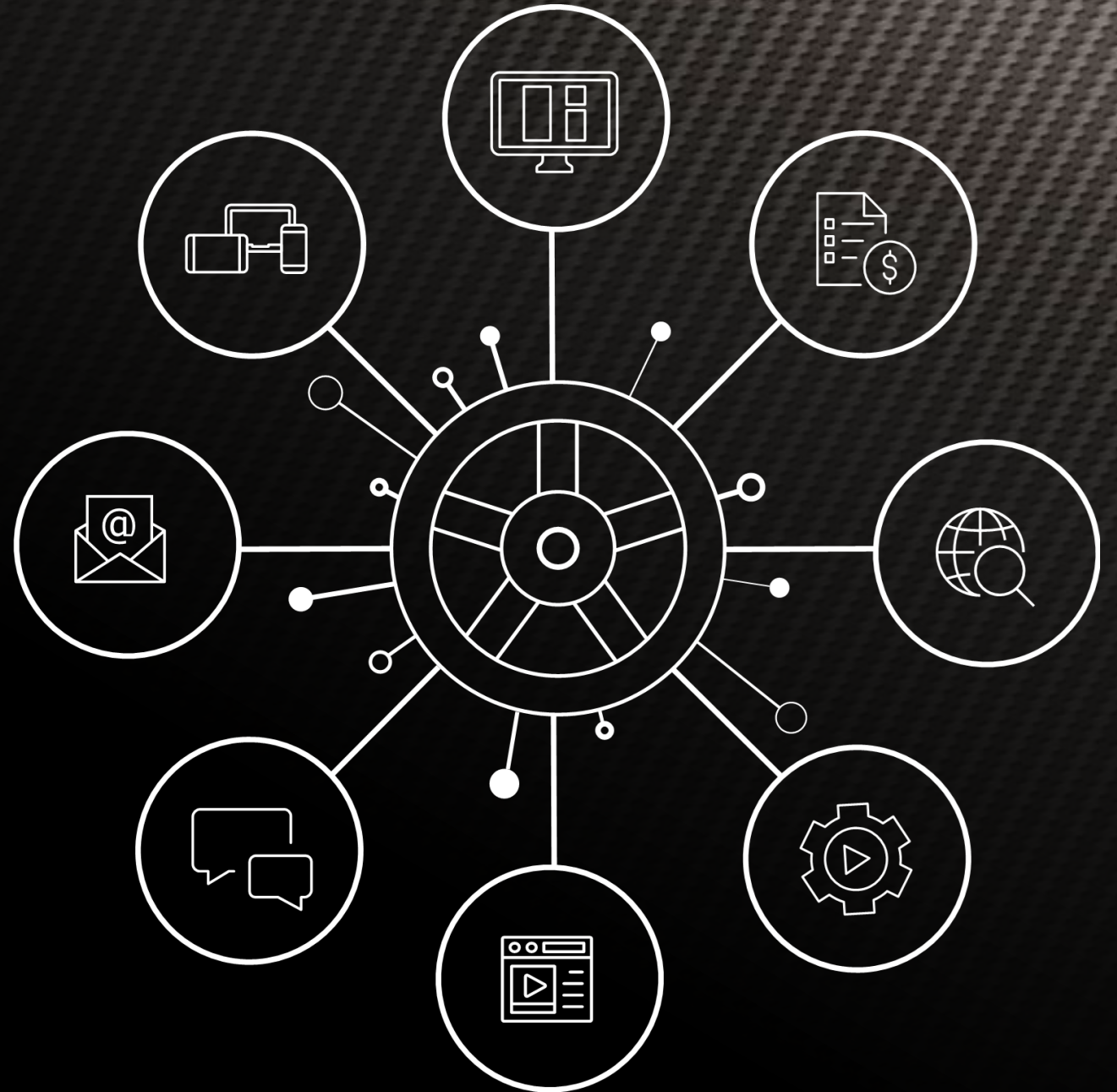




# TargetRetail

# Paid Search



Powered by:

# Epsilon<sup>®</sup>



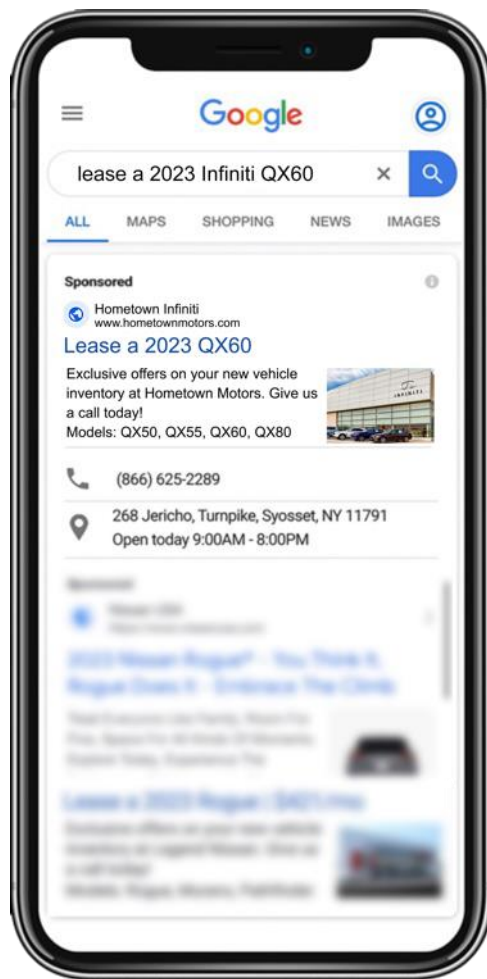
# TargetRetail



# THE BIG QUESTION

What if you didn't have to rely on Google to determine who sees your paid search ads?

With other traditional paid search campaigns, Google *controls* who see's your ads.



## TargetRetail Search Gives You Control



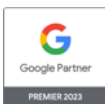
Harnesses the power and influence of Google search



Super charge it with your dealership's proprietary data & our PVE modeling technology



to prioritize your paid search ads to YOUR in-market customers



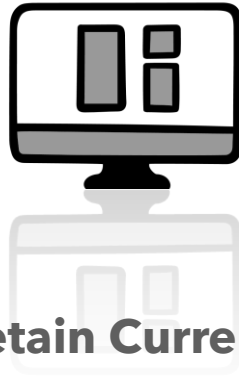
Powered by:  
**Epsilon**



## Do You Want to ...



**Identify & Target In-Market Prospects Who are Searching for Your Inventory?**



**Retain Current Customers and Prevent them from Defection?**



**Only Advertise In-Stock VINs?**



**Become More Efficient with Your Search Spend Through Data and Strategy?**

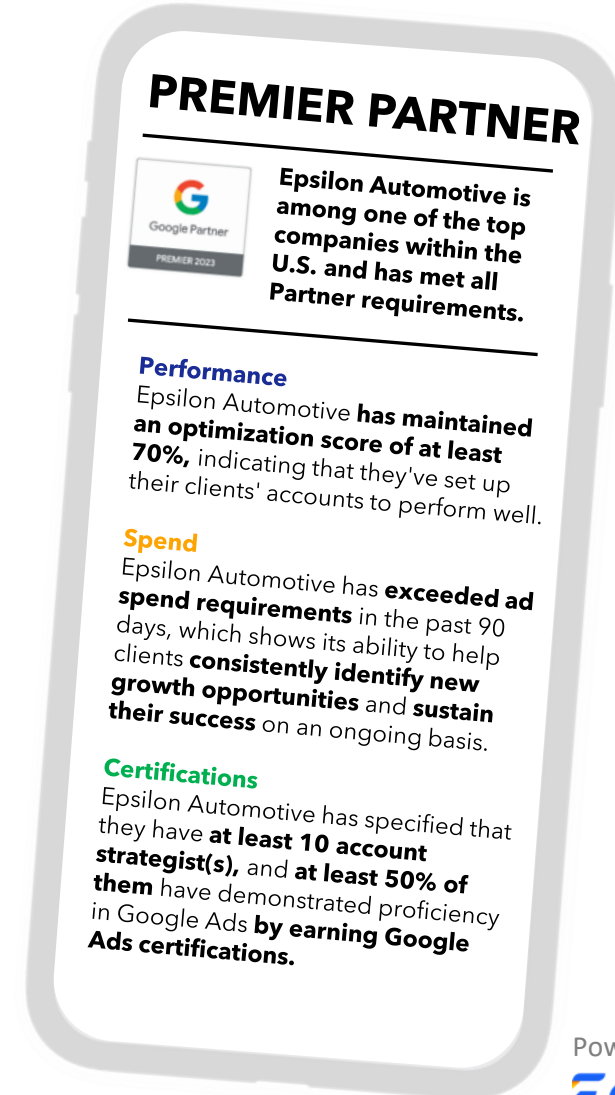
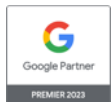


## Oh by the way ... Epsilon is in the top 3% of Google partners

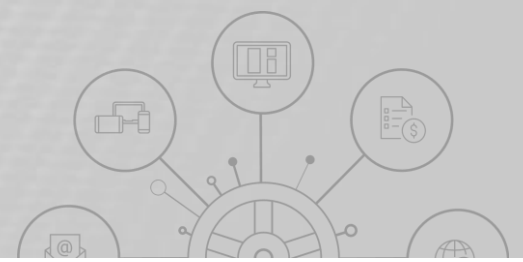


- Earned Google Premier Partnership status
- Google's Highest Partnership Accreditation
- Reserved for Only the Top 3% of Google Partners

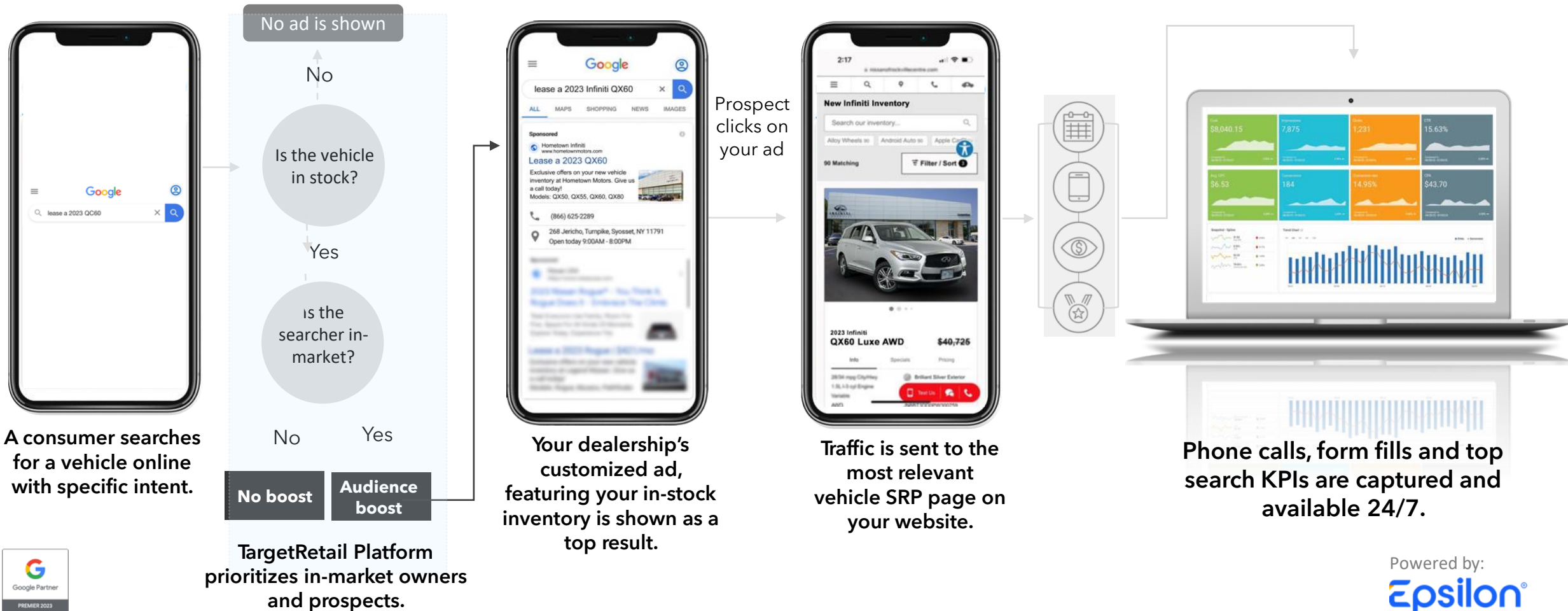
*Evaluation Criteria: Account Performance | Spend | Certification | Client Growth (new & existing) | Client Retention | Product Diversification*







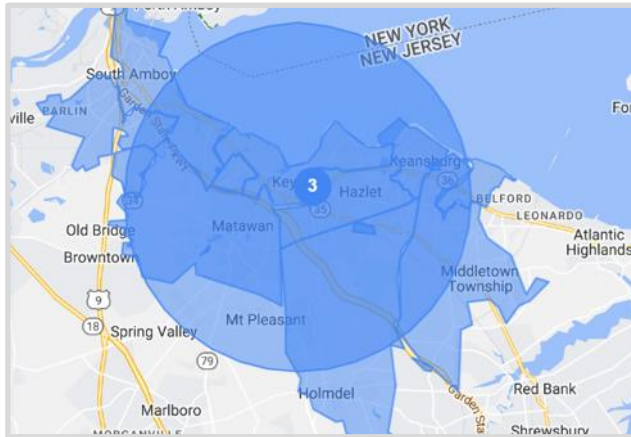
## How It Works





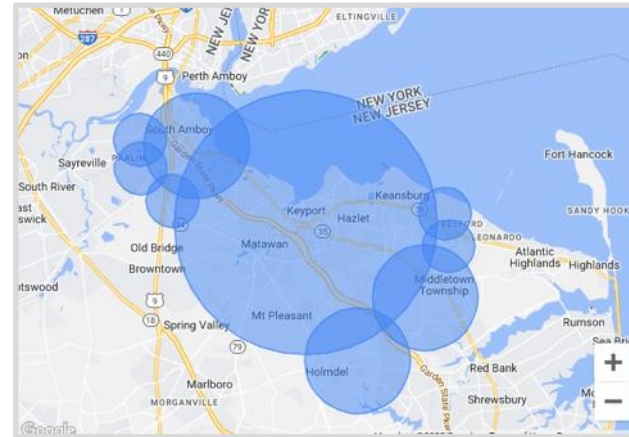
## Custom PMA Geo-Tracing

### TYPICAL GEO-TARGETING



Broad & Lacking any audience focus

### CUSTOM PMA GEO-TRACING

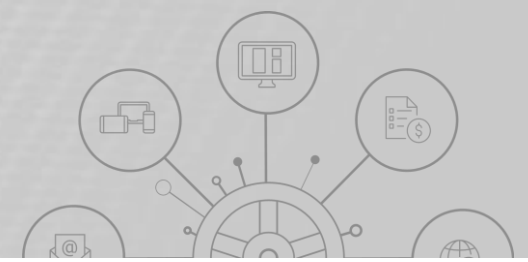


+

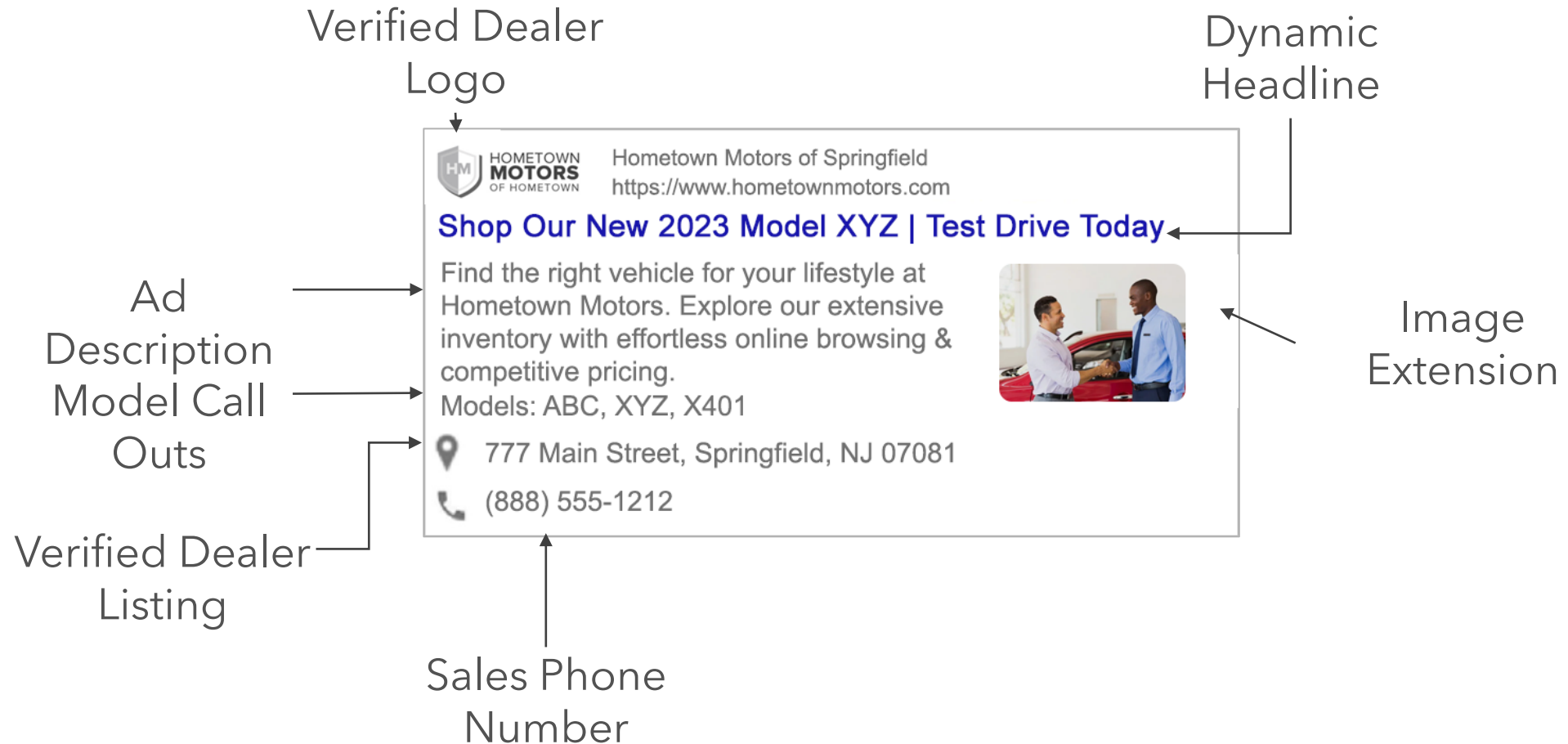


Powered by Target Retail's PVE customer data modeling, we focus Google's targeting to show ads to prioritized customers who are in market to purchase within the next 90 days.





## What Your Ads Could Look Like





## Smarter Spend

TargetRetail Search manages budgets and optimizes campaigns to drive the highest level of performance.

Our system carefully analyzes bid strategies to ensure in-market audiences and owners are prioritized - placing our dealer's ads in the appropriate SERP positioning for the best CTR and ROI.



### KEYWORD STRATEGY INCLUDES:

- BUY, LEASE OR TRADE INTENT
- NEW, USED, CPO
- DEALER NAME
- DEALER LOCATION SEARCH



### THINK OF IT LIKE THIS...

If the searcher is identified as one of YOUR customers, **TargetRetail Search**, will place a more competitive bid to ensure they see your ad and help prevent them from defection.







## Our Data & Strategy is the Difference: BETTER CTR

Our campaigns drove better results for both, In-Market Owners and Non-Owners segments compared to industry benchmarks.



**In-Market,  
Owners**

**193%**

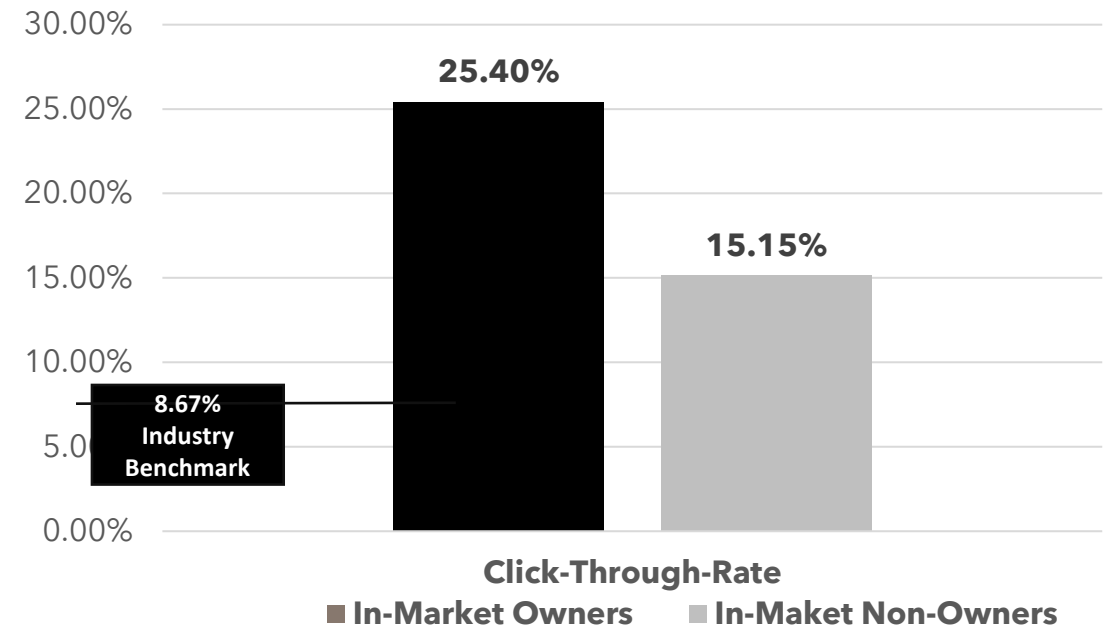
Higher CTR vs. Industry Benchmark

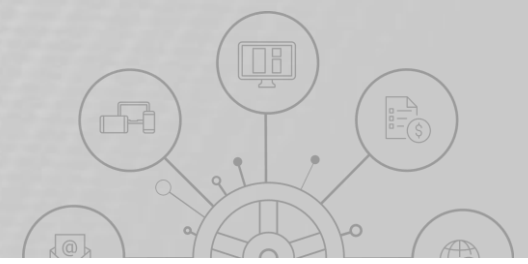


**In-Market,  
Non-Owners**

**75%**

Higher CTR vs. Industry Benchmark





## Our Data & Strategy is the Difference - MORE CONVERSIONS

Our campaigns drove better results for both, In-Market Owners and Non-Owners segments compared to industry benchmarks.



**In-Market,  
Owners**

**627%**

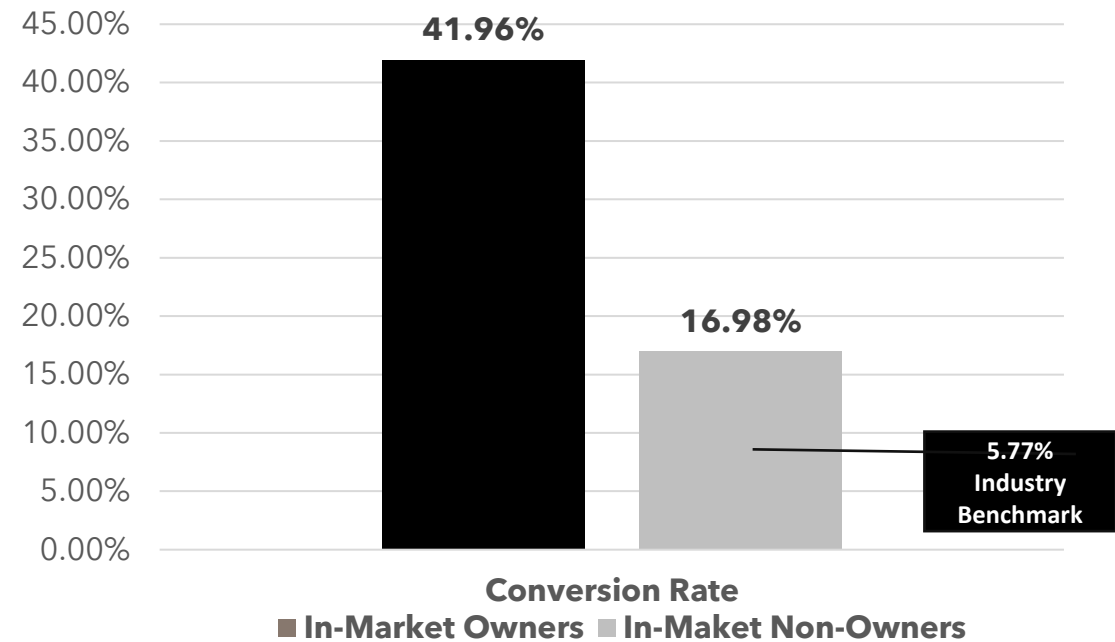
Higher Conversion Rate vs.  
Industry Benchmark

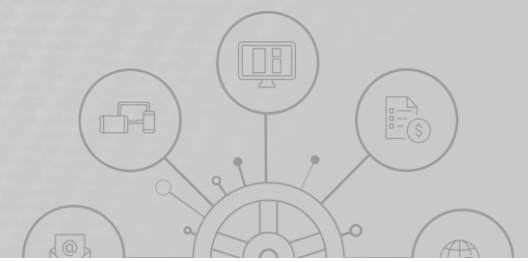


**In-Market,  
Non-Owners**

**194%**

Higher Conversion Rate vs.  
Industry Benchmark





## Results On Demand

Our results dashboard is available 24/7 directly in the portal allowing you to easily gain quick insights that matter most in real-time. You can easily view:

- Appointments Scheduled
- Phone Calls
- Clicks & Impressions
- Top Performing Ads & Keywords
- Plus Many More KPIs





# TargetRetail

## Flat Fee Packages

PACKAGE	MONTHLY FEE	MEDIA BUDGET
<b>BASE</b>	\$399	UP TO \$1,999
<b>SILVER</b>	\$799	\$2,000-\$3,999
<b>GOLD</b>	\$1,299	\$4,000-\$6,999
<b>PLATINUM</b>	\$2,100	\$7,000+

*All Packages Include:*



## Key Product Features:



### AUDIENCE ACTIVATION

**In-Market Audience Boost**  
**Owner Prioritization**  
**DMS & OEM Data Integration**  
**Certified Google Customer Match Partner**



### CAMPAIGN STRATEGY

**Optimized Keyword Coverage**  
**Dealer Name & Location**  
**Keyword Intent Strategy**  
**New, Used & CPO Supported**



### CREATIVE

**Dynamically Created**  
**Inventory-Driven Ads**  
**Location Ad Extensions & More**



### SUPERIOR ACCOUNT SUPPORT

**Monthly Strategy Calls**  
**Dedicated Support Team**  
**Epsilon Marketing Consultant**



### TECHNOLOGY

**Custom PMA Geo-tracing**  
**Google Conversion Set Up**  
**TargetRetail Platform Integration**



### PERFORMANCE MEASUREMENT

**Including Call Tracking**  
**Transparent Reporting**  
**Performance Dashboard**





# TargetRetail



# THE BOTTOM LINE

## This is Why You Should Use TargetRetail Search to Drive Vehicle Sales

### **RETAIN CURRENT CUSTOMERS & PREVENT THEM FROM DEFECTION**

The platform identifies your current owners who are searching and ensures your ad appears first to help prevent defection.

### **SUPER CHARGE THE POWER OF GOOGLE WITH YOUR DATA**

By combining your dealership's data with our PVE modeling, we focus Google's targeting to show ads to prioritized customers who are in market to purchase within the next 90 days.

### **CAPTURE HIGHER QUALITY LEADS**

Our data-driven audience strategy has proved to deliver better quality leads with campaign CTRs and conversions far out performing industry benchmarks.

### **WE'RE IN THE TOP 3% OF GOOGLE PARTNERS**

Epsilon Automotive is a Google Premier partner, which is Google's highest partnership accreditation and is reserved for only the top 3% of Google partners. This means you can rest assured that you're partnering with the best of the best.

