

A dark, monochromatic close-up photograph of a car's front end, focusing on the headlight and grille area. The lighting is dramatic, highlighting the contours of the car's bodywork.

# Nissan Dealer Direct Marketing INFINITI Retailer Direct Marketing

# Nissan and INFINITI Direct Marketing Support

Nissan and INFINITI Tier 3 Direct Marketing facilitates engaging and customizable marketing programs for Retailers.

- |                        |  |
|------------------------|--|
| <b>Customization</b>   | We offer a wide range of direct mail and email products meant to provide retailers <b>with custom options, data selection, offers, messages, and timing.</b>   |
| <b>Accountability</b>  | Every program includes a <b>45-day sales match report for each participating store</b> , available for 12 months after program end date. Each report includes: the number of vehicles purchased, sales conversation rate, sales by list audience, sales by week, and purchasing customer details.        |
| <b>Consistency</b>     | Offer messaging and creative is consistent with the brand pillars. <b>Retailers do not need to go through additional IRAP/BAP/Ansira reviews.</b> Retailer/dealer Direct Marketing handles all approvals with Nissan and INFINITI  |
| <b>Online Access</b>   | Retailers can go to <a href="http://www.NNAnet.com">www.NNAnet.com</a> at any time to enroll in any of our programs, <b>download a manifest list(s) for programs that a retailer is currently enrolled in</b> , and review sales matches. Manifest can also be provided to the BDC for further follow-up |
| <b>Ease of Billing</b> | We are the Retailer Direct Marketing approved vendor that <b>bills retailers' Non-Vehicle Account</b> directly, so retailers never need to send payment.   |

# Data The Powers Customer Acquisition and Retention



RETAILER  
DIRECT  
MARKETING



**NISSAN**  
Dealer Direct  
Marketing

From Handraisers to Winbacks, INFINITI Retailer Direct Marketing and Nissan Dealer Direct Marketing let you engage with YOUR customers at every stage of their automotive journeys with campaigns that meet YOUR marketing needs.



**Household Attributes:**

- Demographics
- Family Composition
- Occupation
- Home Ownership
- Lifestyle Information



**Garage Information:**

- Garage Size/Mix
- Vehicle Age
- Total Used/New Purchases



**IFS and NMAC Information:**

- Lease Data
- Monthly Payments
- Pre-Approval Information
- Loan Balance
- Equity Position

**First-Party Purchase Information:**



- Vehicle Purchase Date
- Mileage
- Disposals
- Satisfaction with Retailer/Dealer

**First-Party Service Data:**



- Service and CP Visits
- Count and Cost of Repairs
- Average Service Time
- Satisfaction with Service

## CUSTOMER JOURNEY

RESEARCH / AWARENESS / CONSIDERATION

**Identify New Customers**

The beginning of the relationship with your store. This is our opportunity to connect with potential customers and reinforce the notion that they should buy and service their vehicles with you.

**PURCHASE**

ENGAGEMENT

**Retain Loyal Customers**

Keep customers educated and informed during their ownership experience and stay connected with them across different channels.

**REPURCHASE**

WINBACK

**Recapture Lost Customers**

Ultimately, we want to identify and communicate with previous Owners who are no longer in the network today. Once we identify these Owners, we use a number of techniques to capture them, bring them back to the network, and foster loyalty from that point forward.

Epsilon®



# Tier 3 Campaign Development

## CREATE

- Identify and collaborate on the market needs
- Develop actionable creative for all channels
- Target Audience: Provide recommended audience to optimize the dealer budget for maximum ROI and reduce wasteful spending

## EXECUTE

- Coordinate Dealer Program Enrollment
- Design Dealer Personalized Creative aligned with program theme
- Timely deploy email, digital direct mail and social channels according to established campaign cadence
- Provide Dealer with campaign manifest of consumers contact along with additional information such as Equity position, trade values for further follow-up

## GENERATE RESULTS

- Track effectiveness of campaign with advanced sales reporting down to dealer level during campaign window (45 days)

# Nissan Dealer Direct Marketing

Epsilon®





# Nissan Thrill of the Drive Year-End Sales Event

Develop 1:1 Omnichannel Strategy Direct Mail, Email, Social, Display

Target In-Market Consumers in your PMA

- Owners, Handraisers, Leads, Winbacks and Prospects
- Sweepstakes to drive leads to your CRM!

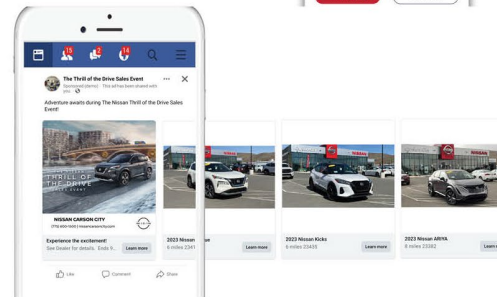
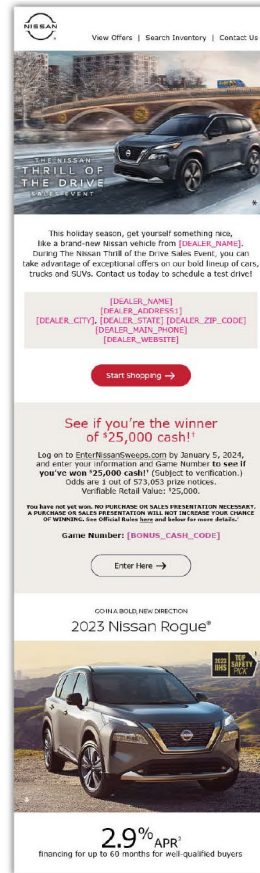
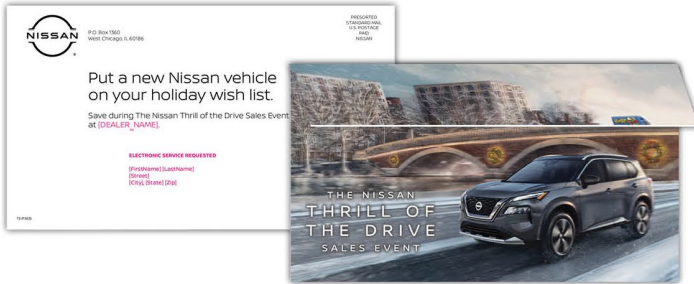
Social: Inventory Ads

## THRILLING RESULTS

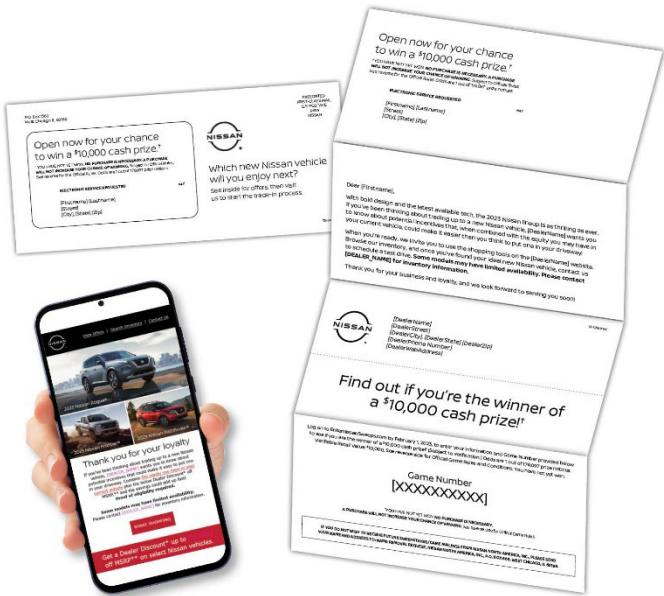
2023 December Thrill of the Drive Event –December Program Results\*

- Consumers Reached: 571K
- Sales Lift: 42% over the holdout audience
- Total Vehicle Sales: 884 = approx. **\$2,372,656 Total Dealer Profit.**
- Average Participating Dealer Profit: **\$27,271**

\*45 Day Sales Match



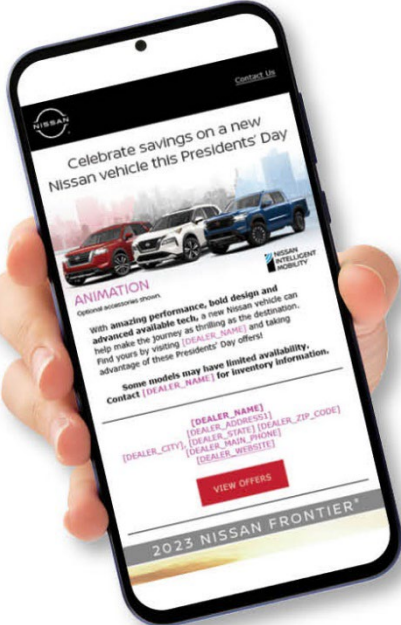
# Direct Marketing Campaign Examples



Owner Equity Campaign with Lead Generating Sweepstakes



Nissan Heisman partnership campaign to drive sales

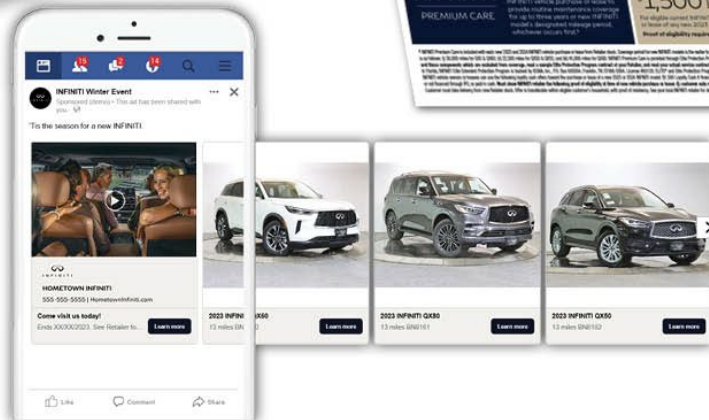


Driving traffic around key holiday and sales weekends

# INFINITI Retailer Direct Marketing



# INFINITI Tier 3 Winter Sales Support



## Develop 1:1 Omnichannel Strategy during Sales Event

- Direct Mail, Email, Social, Display

## Target In-Market Consumers in your PMA

- Owners, Handraisers, Leads, Winbacks and Prospects

## Social: Inventory Ads

## GENERATING RESULTS\*

- Participating Retailers: 53
- Consumers Reached: 400K
- Sales Lift: 90% over the holdout audience
- Total Vehicle Sales: 209 = approx. \$587,796 Est. Total Retailer profit
  - Average Participating Retailer Profit: **\$11,090**

\*45 Day Sales Match



# INFINITI Tier 3 Retailer Marketing Campaign Examples



Driving traffic around key holiday and sales weekends

**INFINITI**

A New INFINITI Can Make Your Holiday Journeys More Memorable

Combine These Offers To Drive a New INFINITI From [RETAILER\_NAME]

INFINITI vehicles are a compelling choice for drivers who want to experience a higher level of luxury. Explore the stunning designs and available premium technologies of our collection at [RETAILER\_NAME], then make one yours by combining your Conquest Bonus\* with the other offers shown below. **Proof of eligibility required.**

[CURRENT OFFERS](#)
[LEASE OFFERS](#)
[VIEW INVENTORY](#)
[SCHEDULE A TEST DRIVE](#)
[CONTACT US](#)

Use the [shopping tools](#) on our website to learn more about your current vehicle. Then contact us to learn how you may be able to acquire a new INFINITI by combining these offers with any equity you might have.

Receive a **\$1,500 Conquest Bonus\*** toward the purchase or lease of a new 2023 QX60, 2023 QX50 or 2023 QX55. For eligible owners and lessees of select new INFINITI vehicles. **Proof of eligibility required.**

See below for offer details.

[Learn More](#)

**INFINITI**

2023 INFINITI QX60

See the 2023 INFINITI QX60 at [RETAILER\_NAME]

The 2023 INFINITI QX60 blends style and cargo space\* and intuitive availability designed to be shared with those who value luxury. Visit [RETAILER\_NAME] to learn more about the features and options that can help make it easy to purchase.

[CURRENT OFFERS](#)
[LEASE OFFERS](#)
[VIEW INVENTORY](#)

Use the [shopping tools](#) on our website to learn more about your current vehicle. Then contact us to learn how you may be able to acquire a new INFINITI by combining these offers with any equity you might have.

2023 INFINITI QX60

**4.9% APR Financing** for 60 months on new 2023 QX60 for well-qualified buyers.

**LEASE FOR \$529 per Month\*** 2023 INFINITI QX60. Lease for 24 months. \$0.99/mile. \$0.15/mile over. Excludes taxes, title and license. For well-qualified lessees.

Buyers and lessees of select 2023 INFINITI QX60 trims may enjoy a **\$1,250 Winter Bonus** for a new 2023 INFINITI QX60 SENSORY or \$750 Winter Bonus for a new 2023 INFINITI QX60 LUXE. See below for offer details.

[Search Inventory](#)

QX60 and QX80 Sell Down Incentives featuring Lease, Conquest and Owner Loyalty Incentives

**INFINITI**

2023 INFINITI QX60, 2023 INFINITI QX55, 2023 INFINITI QX50

Receive a **\$1,500 Conquest Bonus\*** toward the purchase or lease of a new 2023 QX60, 2023 QX50 or 2023 QX55. For eligible owners and lessees of select new INFINITI vehicles. **Proof of eligibility required.**

Combine These Offers\*\* To Drive a New INFINITI INFINITI vehicles are a compelling choice for drivers who want to experience a higher level of luxury. Explore the stunning designs and available premium technologies of our collection, then make one yours by combining the Conquest Bonus\* shown here with other potential offers. **Proof of eligibility required.** Visit [RETAILER\_NAME] for complete details.

[CURRENT OFFERS](#)
[LEASE OFFERS](#)
[VIEW INVENTORY](#)

Use the [shopping tools](#) on our website to learn more about your current vehicle. Then contact us to learn how you may be able to acquire a new INFINITI by combining these offers with any equity you might have.

Receive up to a **\$1,000 Winter Bonus\*** for eligible buyers or lessees toward the purchase or lease of a new 2023 INFINITI QX60 SENSORY or QX50 LUXE.

Buyers or lessees of select 2023 INFINITI QX60 trims may enjoy a **\$1,250 Winter Bonus\*** for a new 2023 INFINITI QX60 SENSORY or **\$750 Winter Bonus\*** for a new 2023 INFINITI QX60 LUXE.

For eligible current INFINITI owners or lessees of any new 2023 INFINITI QX60 SENSORY or QX50 LUXE. See your local Retailer for details. **Proof of eligibility required.**

[Learn More](#)

[RetailerName]  
 [RetailerStreet]  
 [RetailerPhone] | [RetailerWebsite]

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 West Chicago, IL 60594

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34005

Execute quick-turn OEM Email and Direct Mail promoting OEM Conquest Incentives against competitive Owners.