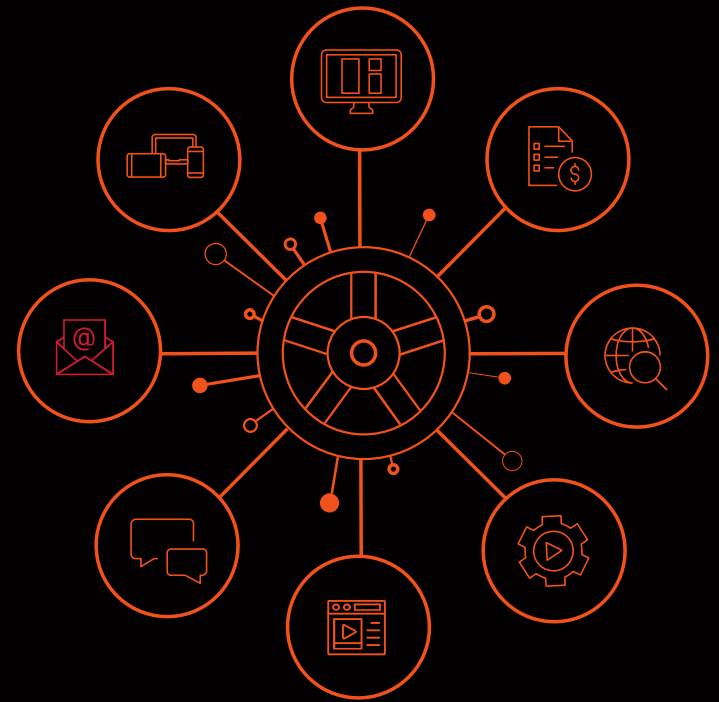


- DEALER**FOCUSED**

- RESULTS**DEFINED**

- DATA**DRIVEN**

Target**Retail**



Powered by:

Epsilon[®]



TargetRetail is the automotive industry's first platform
that allows dealers to:



Combine the full
power of Epsilon's
data.



Target actual In-
Market conquest
shoppers as well as
owners.



Optimize & Push your actual
inventory to these in-market
prospects with individual
incentives across multiple
marketing channels.



See actual
transparent ROI
anytime for all
campaigns

TargetRetail



— 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

OVER 200M INDIVIDUAL CONSUMER PROFILES ARE CREATED WITH A CORE ID



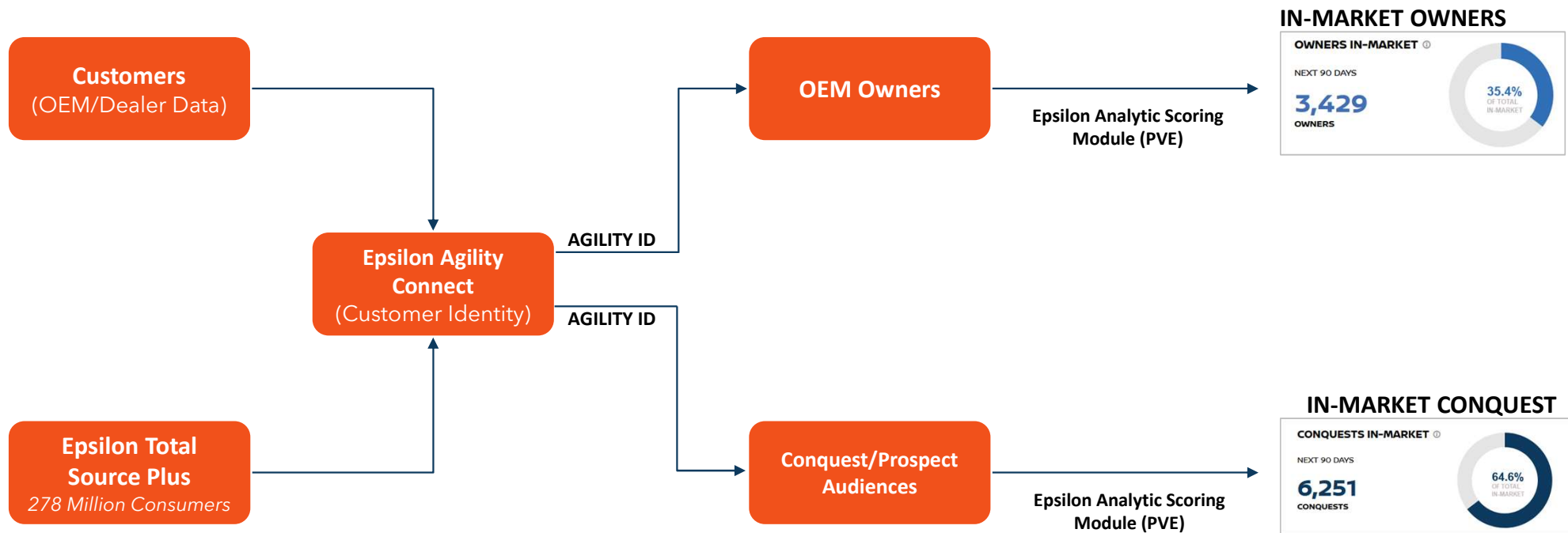
Defining the who, where & how to connect with in-market shoppers

Marketing on the right device, at the right time, with the right message

Powered by:

Epsilon[®]

— IN-MARKET CONSUMER MODELING



TargetRetail

— HOW IT WORKS

Single Sign-On Portal w/ Self-Serve Campaign Builder

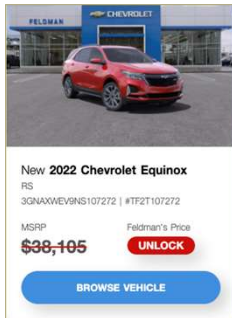


TargetRetail

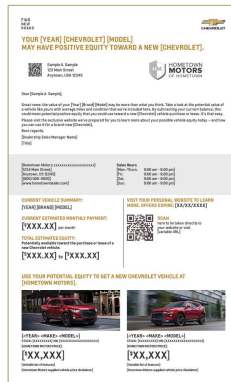
— HOW IT WORKS

Hyper-Personalized marketing across the shopper's journey from creative to landing page.

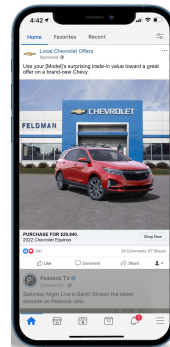
ALWAYS ON
DISPLAY



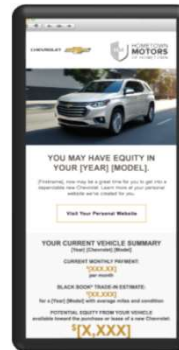
DIRECT MAIL



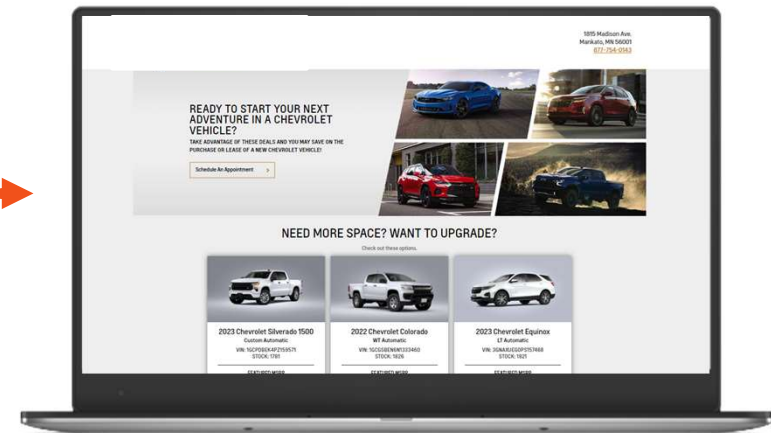
SOCIAL



EMAIL



PURL



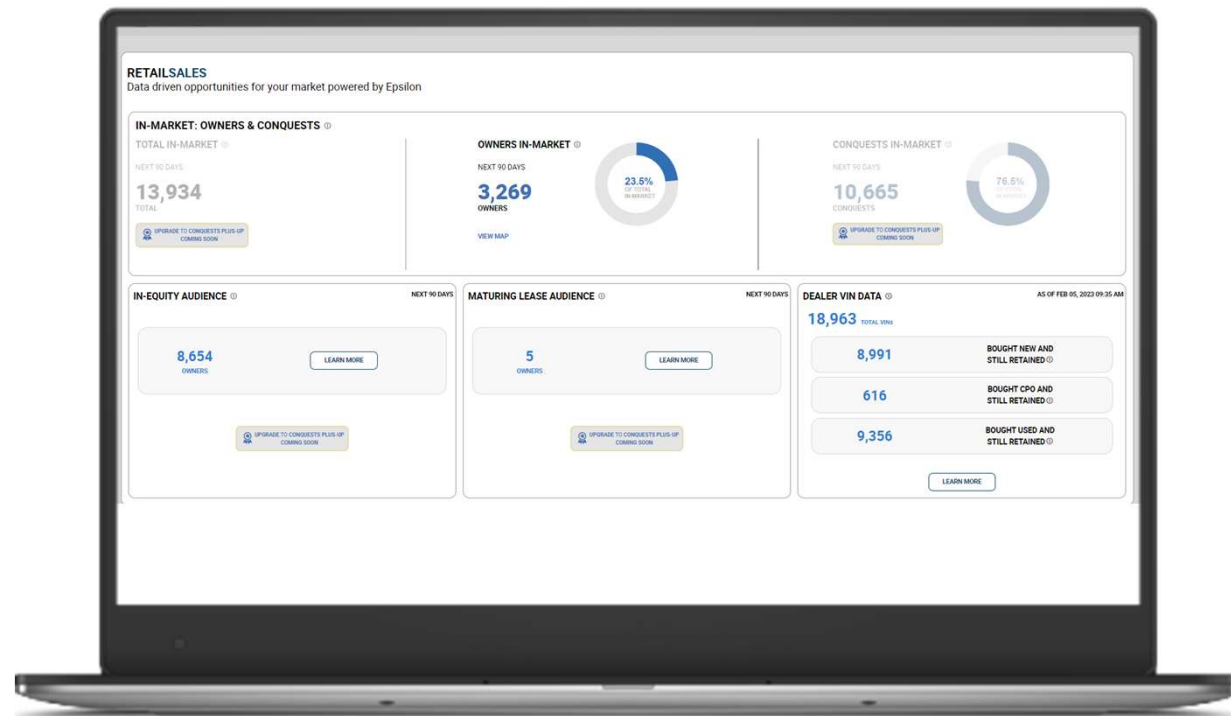
Customers Are Encouraged to Submit a Lead Form
All Leads Delivered Instantly to Dealer's CRM

TargetRetail

— YOUR CUSTOM DASHBOARD

TargetRetail allows you to seamlessly execute pin-pointed, multi-channel marketing campaigns from a single dealer-centric platform

All campaigns executed through TargetRetail are data-driven and dealer personalized.



TargetRetail

— GAIN GREATER CUSTOMER INSIGHT

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



Online browsing activity



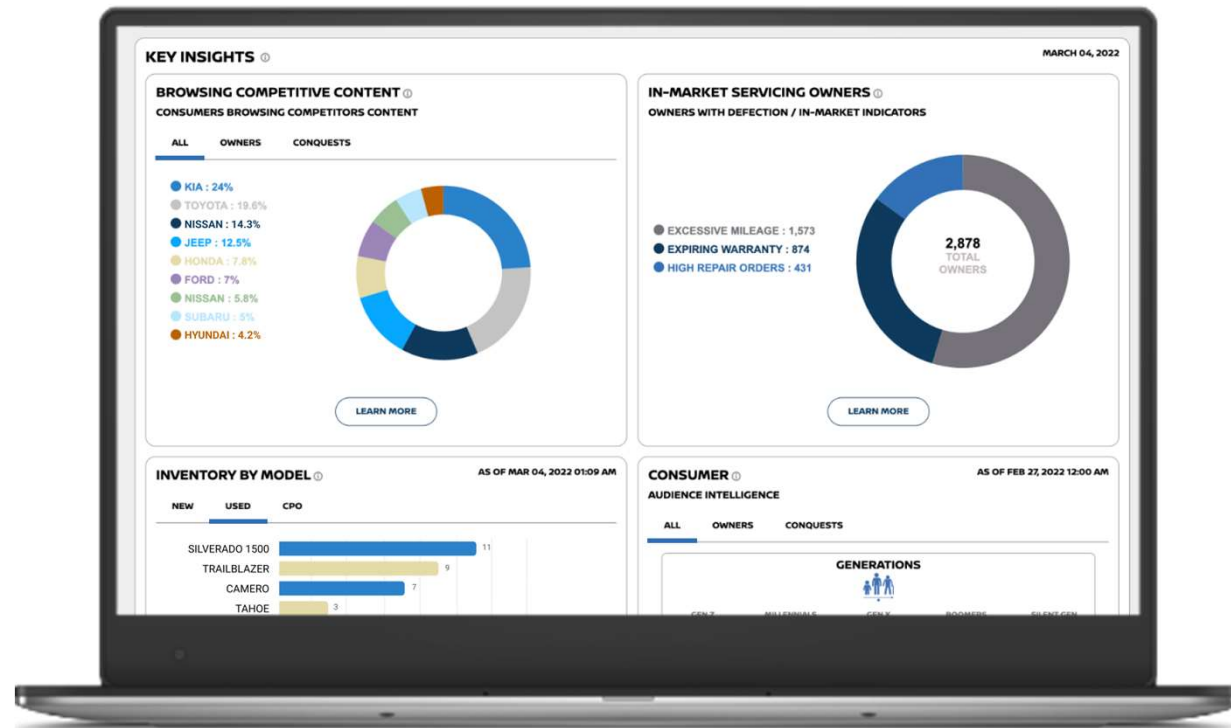
Defector possibilities



Inventory availability



Audience intelligence



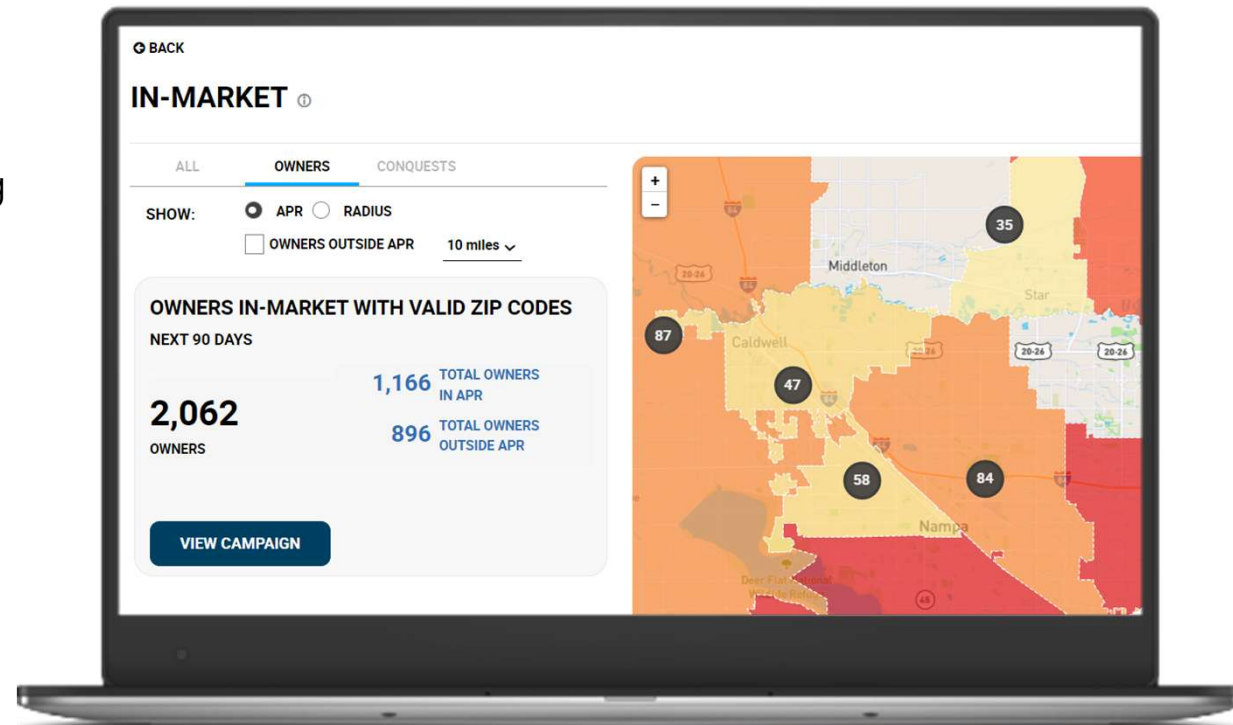
— UNDERSTAND YOUR MARKET AREA



Know where your customers are coming from



Identify in-market customers you're missing within your AGSSA



TargetRetail

— INVENTORY INSIGHTS



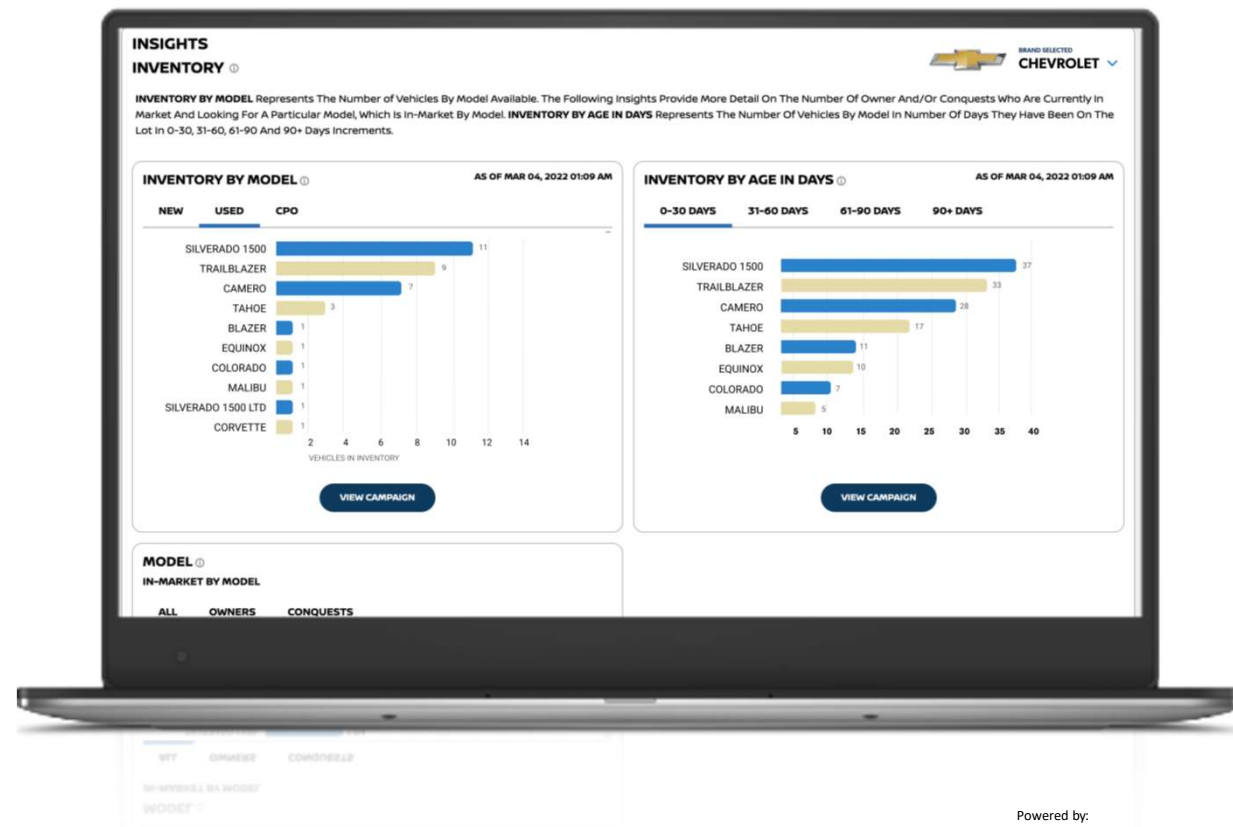
Match your inventory availability with customer's desire.

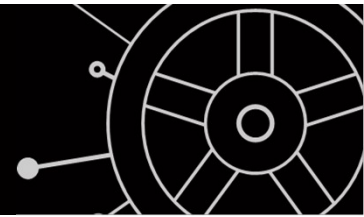


Identify and plan for aging inventory.



See what models have the most in-market consumers.





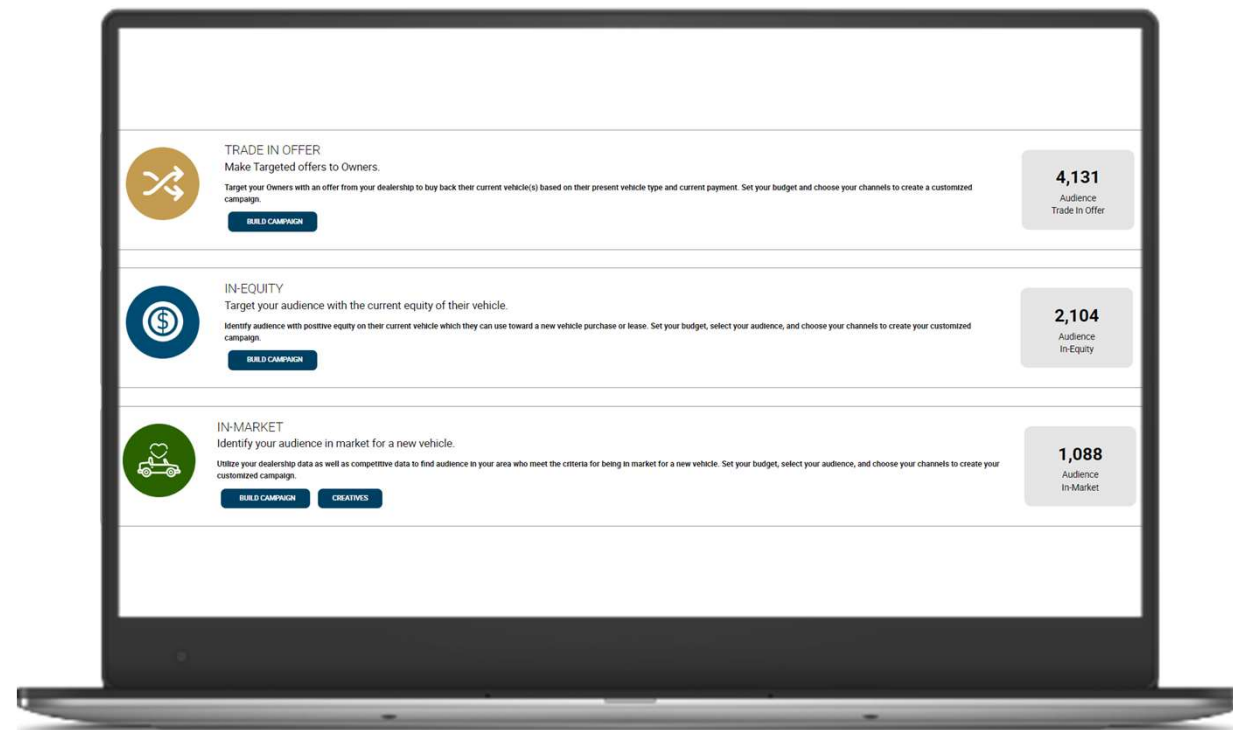
— REVIEW CAMPAIGN OPPORTUNITIES



Identify your most relevant audience segments.



Build and customize campaigns.



— REVIEW CAMPAIGN OPPORTUNITIES



Launch targeted campaigns directly in the portal.



Control spend and flight dates

BUILD CAMPAIGN:

IN-MARKET

MAXIMUM AUDIENCE

1,951 1,951 OWNERS 0 CONQUEST

SELECTED AUDIENCE

1,951 1,951 OWNERS 0 CONQUEST

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 checked="" type="checkbox"/> DIRECT MAIL OWNERS (1,951 CUSTOMERS)	\$1.21	\$242.00	\$2,360.71	\$ 2360.71	\$2,360.71	
<input checked="" type="checkbox"/> EMAIL OWNERS (908 CUSTOMERS)	\$0.10	\$20.00	\$90.80	\$ 90.80	\$90.80	
<input checked="" type="checkbox"/> SOCIAL OWNERS (1,354 CUSTOMERS)	\$0.26	\$52.00	\$352.04	\$ 352.04	\$352.04	
TOTAL (4,213 CUSTOMERS)					BILLING TOTAL INCLUDES A \$95.00 SETUP FEE	\$2,898.55

Powered by:

Epsilon®

— REVIEW CONQUEST OPPORTUNITIES



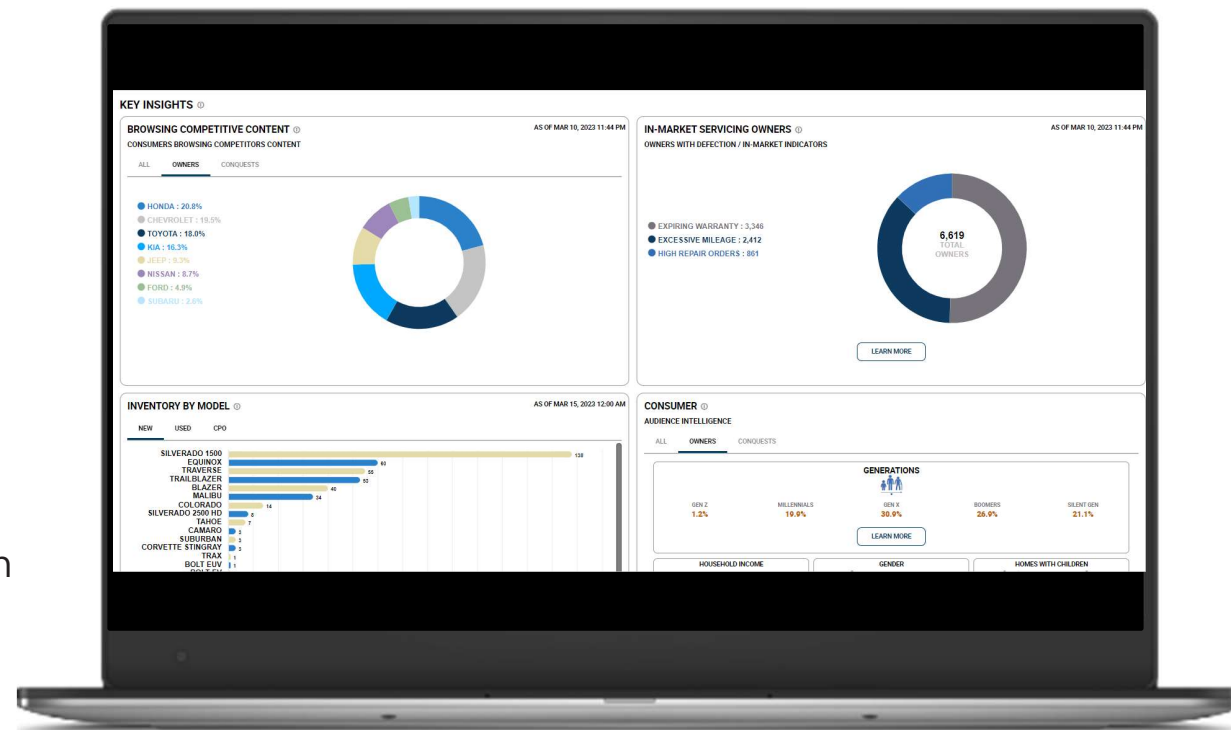
See what the other brands in-market consumers are browsing.



See where your brand(s) stand within the market against the other brands.



Launch targeted campaigns directly in the portal.



TargetRetail

— ALWAYS ON TARGETED DISPLAY



Not just a one-time delivery. Ads are served to each prospect up to 10 times. Dealers receive 20,000 impressions per month for the top 2,000 in-market prospects.



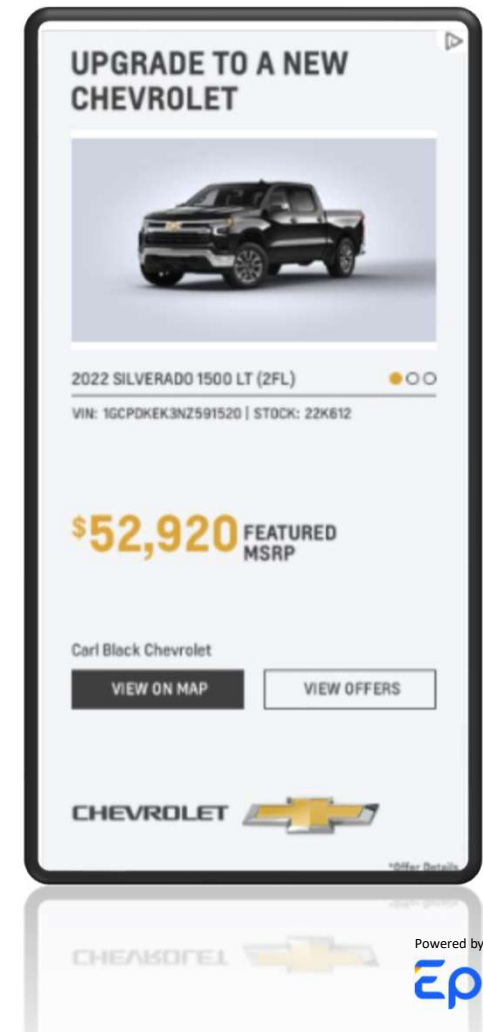
Creative pulls is VIN specific, only showing in stock inventory to the best prospects.



Penny perfect pricing provides a targeted experience to the consumer.



Real-time identification models pick the best time and place to send prospects a message.





THE FUTURE OF
AUTOMOTIVE

