



SEARCH FOR AFTERSALES

WHAT YOU NEED



Drive more customers
into your service
department



Be one of the first results
when customers search
for service and parts
online



The ability to compete
with independent service
shops



Increase ROIs

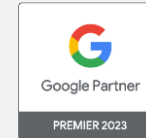
WHY EPSILON?

THIS IS WHAT WE DO

Service advertising is in our DNA. It's our life blood. It's what we specialize in, and it's what separates us from the competition. That's because nobody else has roots in the auto industry that go as deep as ours. So when you combine our unmatched experience and expertise with bleeding-edge technology, sophisticatedly simple solutions and world-class creative, you gain a partner that's relentless in their pursuit of perfection for their clients.



15+ YEARS OF OEM
RELATIONSHIPS



GOOGLE
PREMIER PARTNER



13,000 DEALERS TRUST US
TO GET THE JOB DONE

HOW IT WORKS

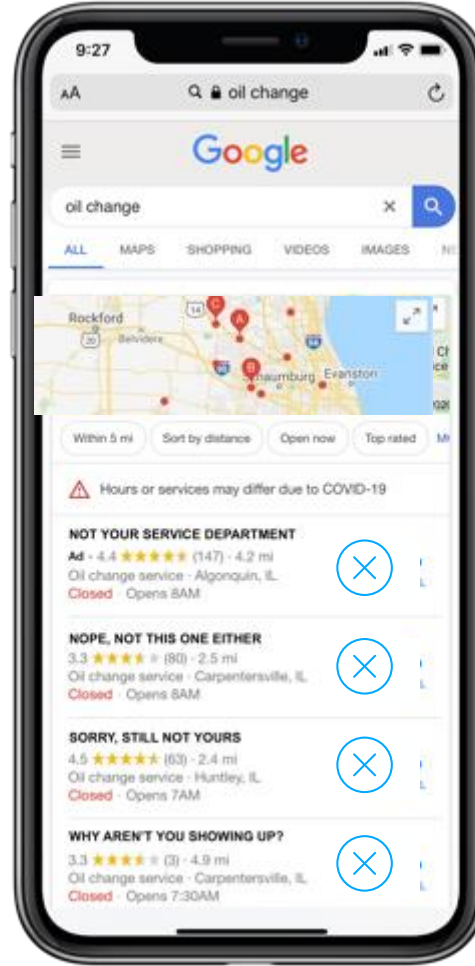
We help you harness the power of Google to create optimized and customized ads that will help you boost repair orders.



THE BIG QUESTION

Why don't you show up when people search for services you offer?

Sample search result, typically dominated by independent repair shops.



Because you haven't trusted us to help you harness the power of search.



Search Engines are the number one source for dealer website traffic.



The average dealer's website will not show up organically for most aftersales-related searches.



Most dealers spend less than 5% of their digital budget on aftersales.

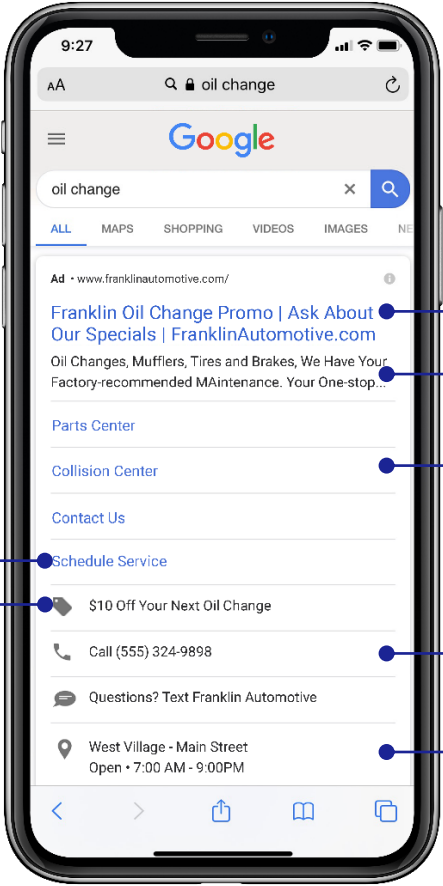
WHAT YOUR MARKETING SERVICE ADS COULD LOOK LIKE

Your ads are dynamically personalized in real-time so that they are perfectly aligned with what people are searching for.

Tap-to-schedule service link

Related and available offers prominently displayed

Final ad elements are determined by Google



Dynamic headlines change based on what the customer searches for

Service information is pulled directly from your website

Service extensions that deep link to the service-related pages on your dealer's website

Tap-to-dial directly from the ad

Location information

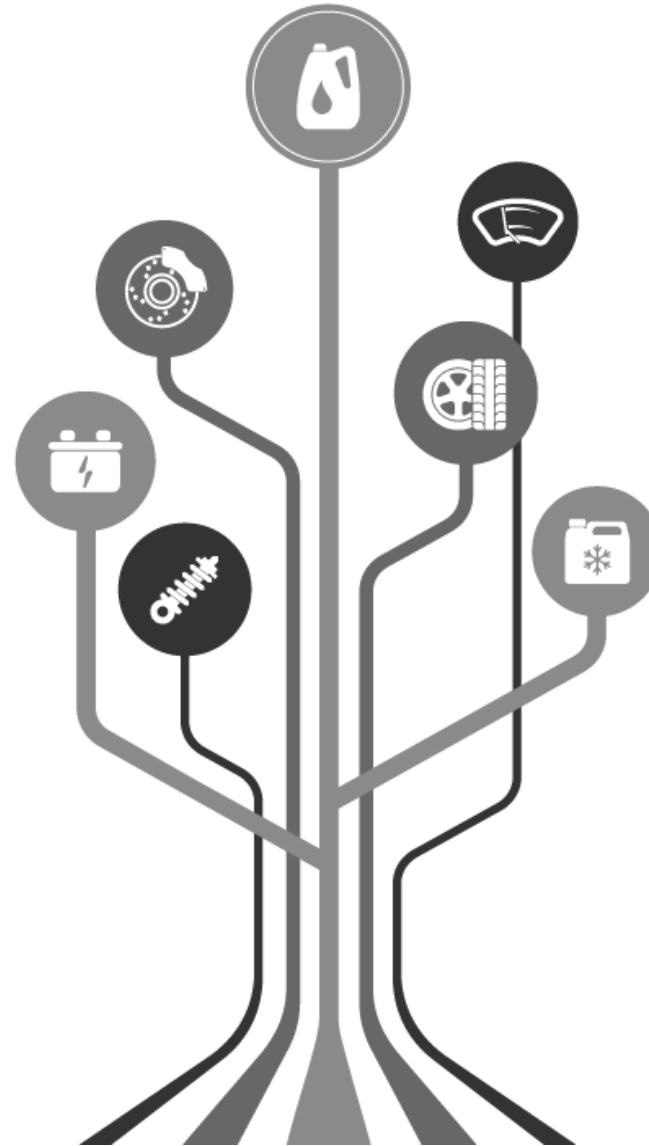


SMARTER SPEND

Epsilon Target Digital will optimize your campaigns so that your budget goes toward the ads and keywords that are driving leads and phone calls.

SERVICE LINES INCLUDED

- BATTERIES
- BRAKES
- COUPONS & REBATES
- GENERAL MAINTENANCE
- MULTI-POINT INSPECTION
- OIL CHANGE & FILTER
- TIRES
- TRANSMISSION
- WIPER BLADES



THINK OF IT LIKE THIS...

If searches for Brakes are driving leads and calls, and Wiper Blades are not, **Epsilon Target Digital** will invest more of your budget toward Brake-centric ads.

SEARCH FOR AFTERSALES



RESULTS ONDEMAND

Not only is our results dashboard accessible through GM Global Connect Portal, but it was also built from the ground up with dealers like you in mind so that you can gain quick insights to the reports that matter most in real-time.

-  Service Appointments Scheduled
-  Service Phone Calls
-  Clicks, Impressions & Budget
-  Top-Performing Service Keywords
-  Top -Performing Aftersales Ads



THE BOTTOM LINE

THIS IS WHY YOU SHOULD USE SEARCH TO DRIVE ROs:

SHOW UP TO CUSTOMERS ACTIVELY LOOKING TO SERVICE THEIR VEHICLES

Your customers are online and on their phones all day, every day looking for service and maintenance help for their vehicles. We'll help you show up on the search engines in front of those in-market service customers.

LET THE OEM PAY FOR YOUR ADS

Most of our aftersales search programs have subsidies provided by the OEM or are coop eligible.

DRIVE MORE CALLS

to your service advisors, schedule more appointments and drive traffic to your website.

INCREASE RO OPPORTUNITIES

Get more eyeballs on your special offers, unique service information and potential leads for future vehicle purchases.

