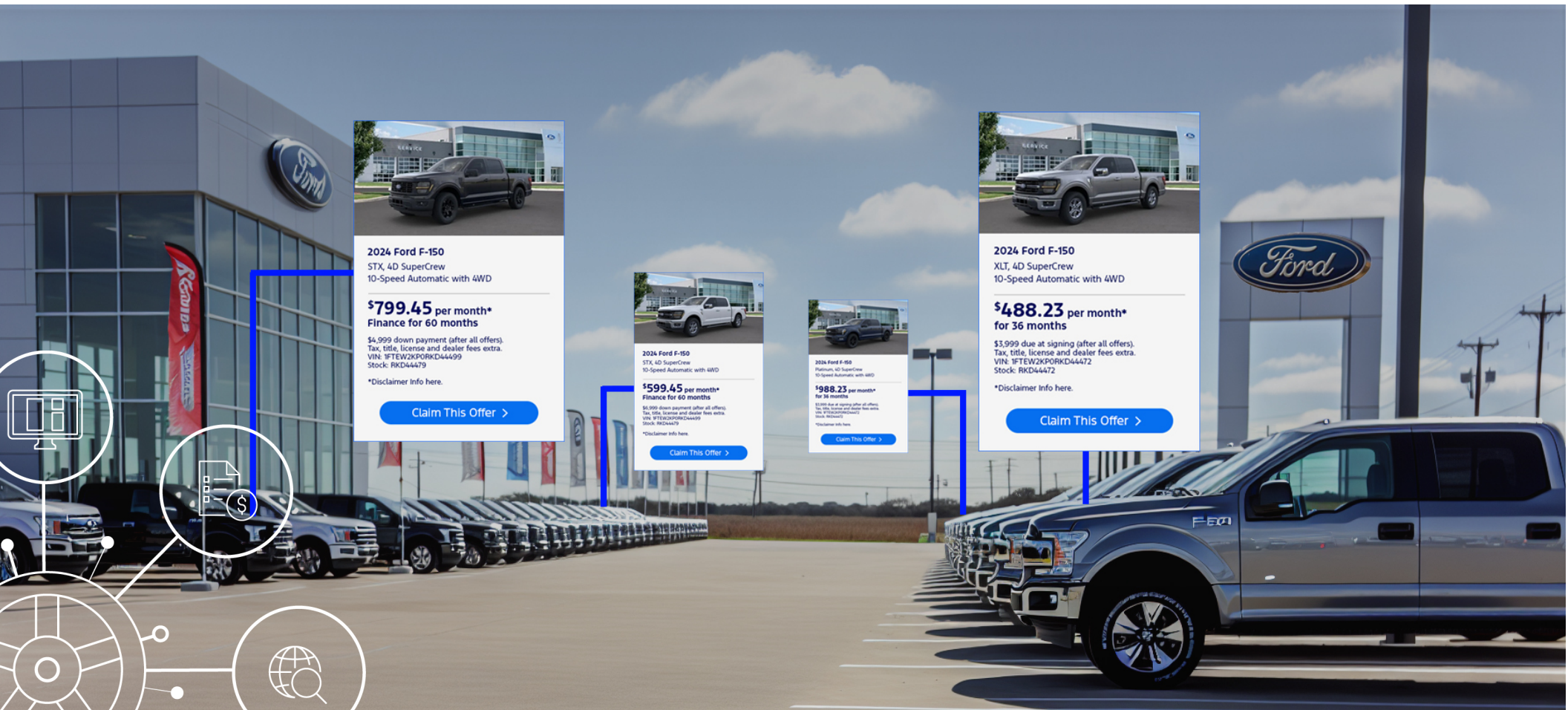


# Consumer **Connection+** Target **Retail**<sup>®</sup>

powered by **Epsilon**<sup>®</sup>



**2024 Ford F-150**  
STX, 4D SuperCrew  
10-Speed Automatic with 4WD

**\$799.45 per month\***  
Finance for 60 months

\$4,999 down payment (after all offers).  
Tax, title, license and dealer fees extra.  
VIN: 1FTEW2KPKRKD44499  
Stock: RKD44479

\*Disclaimer Info here.

[Claim This Offer >](#)

**2024 Ford F-150**  
STX, 4D SuperCrew  
10-Speed Automatic with 4WD

**\$599.45 per month\***  
Finance for 60 months

\$4,999 down payment (after all offers).  
Tax, title, license and dealer fees extra.  
VIN: 1FTEW2KPKRKD44499  
Stock: RKD44479

\*Disclaimer Info here.

[Claim This Offer >](#)

**2024 Ford F-150**  
Platinum, 4D SuperCrew  
10-Speed Automatic with 4WD

**\$988.23 per month\***  
for 36 months

\$3,999 due at signing (after all offers).  
Tax, title, license and dealer fees extra.  
VIN: 1FTEW2KPKRKD44472  
Stock: RKD44472

\*Disclaimer Info here.

[Claim This Offer >](#)

**2024 Ford F-150**  
XLT, 4D SuperCrew  
10-Speed Automatic with 4WD

**\$488.23 per month\***  
for 36 months

\$3,999 due at signing (after all offers).  
Tax, title, license and dealer fees extra.  
VIN: 1FTEW2KPKRKD44472  
Stock: RKD44472

\*Disclaimer Info here.

[Claim This Offer >](#)

**CC+** Target**Retail**<sup>®</sup> Epsilon's<sup>®</sup> data-powered  
multi-channel retail sales marketing platform.

Updated: July 2024

TargetRetail<sup>®</sup> is a registered trademark of Epsilon Data Management, LLC. All rights reserved.

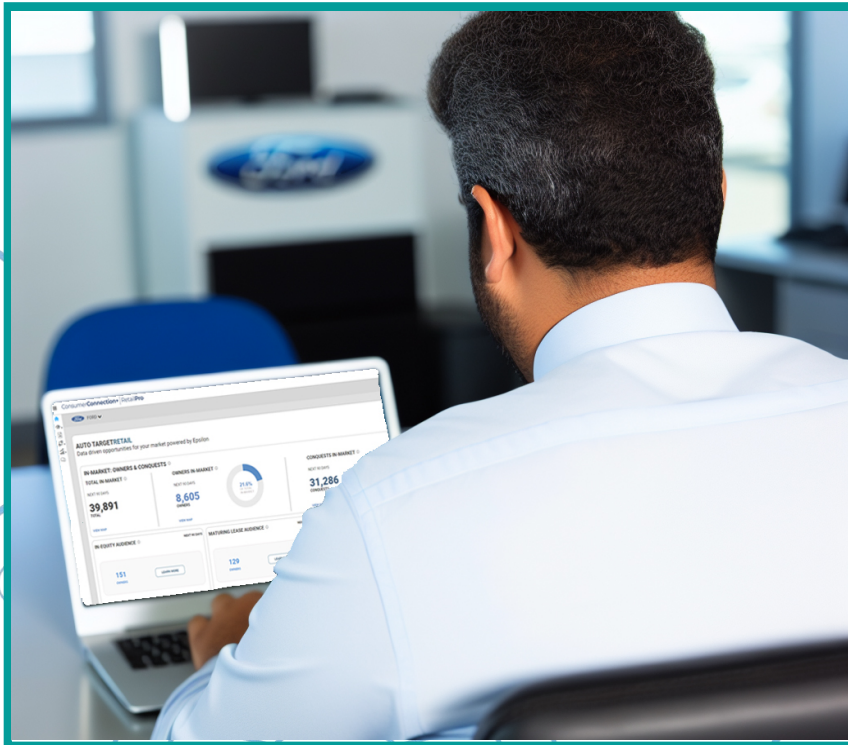


FORDDIRECT  
— **PRODUCT** —  
**PARTNER**

CC+ TargetRetail®

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How to Enroll?



WHAT YOU  
WANT



Flat Fee Pricing



Higher Quality Leads



Lower Cost Per Acquisition



More Vehicles Sold



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How to enroll?

**CC+** TargetRetail® is next evolution of **CC+**. Leveraging Epsilon's most accurate, stable and scalable identity resolution solution in the industry to **target YOUR current owners and local conquests promoting the most suitable real-time inventory to the right customer.**

**CC+TargetRetail®** | 



At the heart of CC+ TargetRetail® is **Epsilon's PVE (Personal Valuation Engine)**. Leveraging Epsilon's top-ranked consumer database.

It connects and tracks consumer's online and offline behavior, transactions, purchase tendencies, life events, vehicle equity positions, and over **7,000 additional attributes** on each individual consumer. Epsilon has intelligence on **over 250+ million consumers and all of their devices.**

Epsilon then applies A.I. (machine learning and analytics modeling) to **identify the most in-market customers in a Dealer's or Retailer's PMA.**

These customers are now accessible and reachable through the **CC+** TargetRetail® marketing platform. Now you are empowered to know your customers whenever you want. It's that simple. And that powerful.





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How to enroll?

**COREID**® is Epsilon's person-based Identity for **250M+** U.S. adult Individuals. Epsilon's identity (COREID) is the only solution grounded in offline name and address, enabling **omni-channel people-based activation, measurement and waste reduction.**



250+Mil Individuals  
25 Year Move History

**Named Identity – 100% Deterministic**

Jane Smith, Jane S., Janey Smith, J. Smith  
123 Main St., Anytown, VA 12345  
234 Oak St., Othertown, TX, 67890  
  
703-123-4567, 202-098-7654

[jsmith@email.com](mailto:jsmith@email.com)  
[jane.smith@work.com](mailto:jane.smith@work.com)  
[jsmith@mail.net](mailto:jsmith@mail.net)

600 Billion Online Interactions/Day

**Digital Identity**

First- and third-party cookies  
Mobile Ad IDs  
IP Addresses  
Connected TV IDs

7,000 Attributes  
14,000 Digital Publisher Signals

**Individual & Household Attributes**

Demographics, Psychographics  
Contextual Browsing History  
Purchase History, Share of Wallet  
Media Consumption History  
Location-Based Information  
Professional Information

**What does all this mean?**

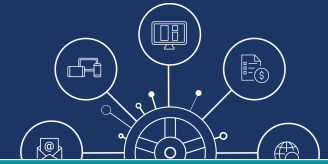
- ✓ **Over 250M+** Unique Individual ID's Created by COREID®
- ✓ **7,000+** Consumer Actionable Attributes
- ✓ 250M+ Universal **Conquest Records**
- ✓ 1st Party Data Feed Direct **Inventory Access**

**CC+ TargetRetail**® utilizes **COREID**® technology to identify in-market shoppers who are showing vehicle purchase intent. **This gives you the ability to target** these in-market shoppers through multiple channels with consistent messaging through the **CC+ TargetRetail**® platform.



**A Complete Cookieless Solution**

**COREID**® resolves an individual's multiple touch points and email addresses, tying them back to a single golden record identifier that's privacy-safe.



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Always-On Display Targeting

How to enroll?

What does Epsilon's consumer database and solutions mean to me? How does it power **CC+ TargetRetail®** and benefit me?



- We enrich the **your owner's and local conquest profiles** with key demographic and lifestyle data, beyond just automotive data.
- **Fill gaps in your DMS** by capturing customer interactions you might otherwise miss.
- Understand your owner opportunities **with new insights.**
- Empowers you to effectively market the most suitable vehicle inventory **with customer specific, penny perfect payments.**
- **Identify and target** your owners and conquests who have shown to be In-Market to purchase.
- Stay in front of in-market consumers with **"Always On"** campaigns.
- **Deliver** customized, personalized ad campaigns at the click of a button.
- **Eliminate wasted spend** by optimizing the campaign deployment across all available channels.

Leverage Epsilon's in market signals and A.I. predictive marketing to **enrich your DMS owner data and reach available conquest** customers with the most effective marketing.



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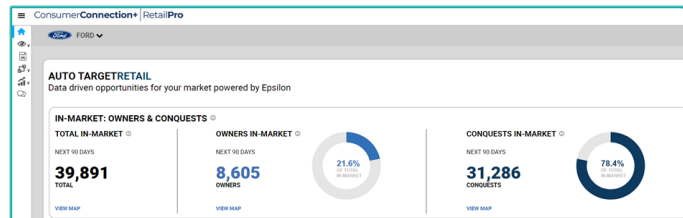
CC+ TargetRetail® Lite

CC+ TargetRetail® Pro

Always-On Display Targeting

How to enroll?

Enjoy access to **distinct audience segments** via the **CC+ TargetRetail®** Dealer dashboard. Assisting you in identifying the appropriate customer base for your campaigns to achieve your retail sales targets. Additional consumer audiences are available.

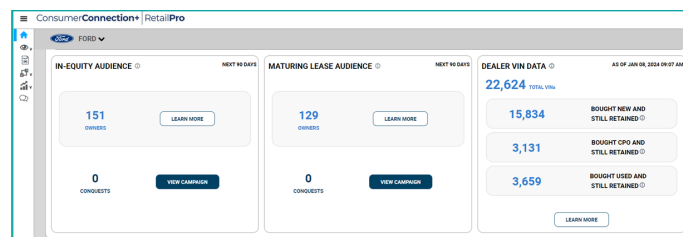
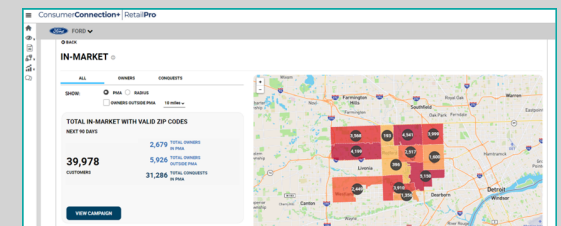


### In-Market

Through proprietary modeling technology, you get unlimited access to in market customers when they're ready to buy in the next 90 days.

### PMA

Know where your customers are coming from. Identifying in-market owners and conquest you are missing within your PMA.

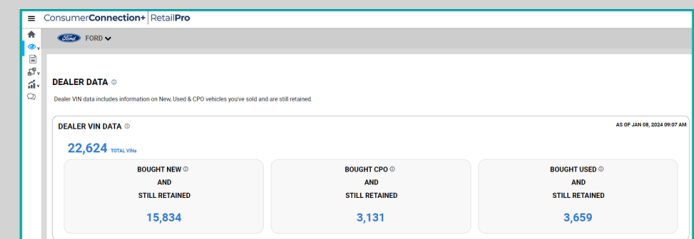


### In-Equity and Maturing Lease

The total unique owners and conquests who have maturing leases in next 90 days and customers with positive equity.

### Dealer VIN Data: 12-month delivery trend

Your Dealer or Retailer VIN data gives you a comprehensive look at retail sales history. Easily identify and summarize lease, purchase and finance trends and audiences





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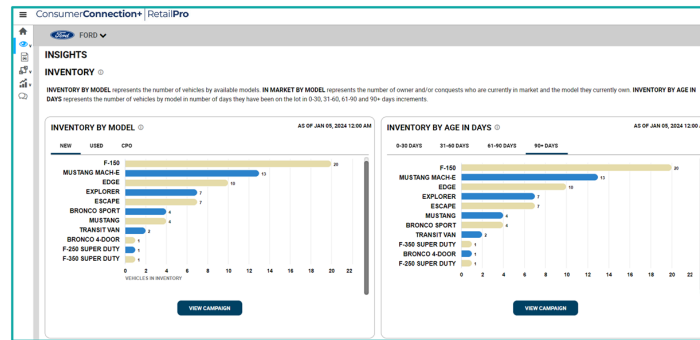
CC+ TargetRetail® Lite

CC+ TargetRetail® Pro

Always-On Display Targeting

How to enroll?

Enjoy unrestricted **access to unparalleled insights** via the **CC+ TargetRetail® Dealer dashboard** about your owners and conquest customers will **help you formulate the best strategy.**

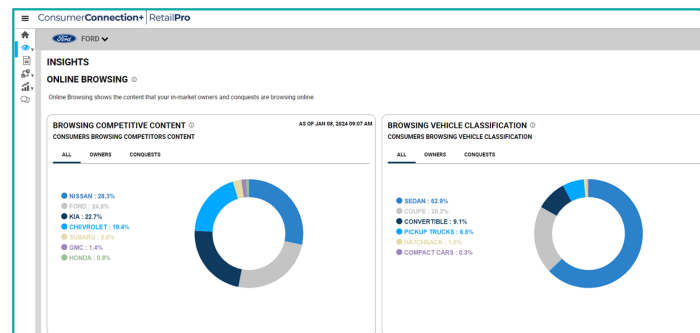
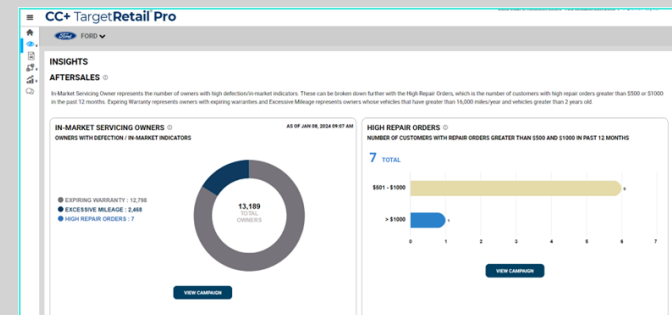


## Inventory

Inventory by model represents the number of vehicles by available models. In-Market by model represents the number of owner and/or conquests who are currently in market and the model they currently own. Inventory by age represents the number of vehicles by model in number of days they have been on the lot.

## Aftersales

Don't miss a service lane retail opportunity. Consumers with high repair orders, expiring warranties or excessive mileage on their current vehicles are some of the most valuable owners to target. Target these high-propensity customers with retail messages.



## Online Browsing

Ever wonder which competitive vehicle makes your customers are looking at online? TargetRetail® Reporting Dashboard". gives you these key insights. We also give you the ability to target conquest consumers who are shopping competitive makes.



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How to enroll?

**CC+ TargetRetail®** utilizes the data within and outside of the automotive vertical to give dealerships a complete view of the consumer and the retail opportunities in their PMA. With access to more than 250M+ consumer records, and the ability to apply more than 7,000 attributes to an individual consumer, the data is the biggest differentiator.



### In-Market New

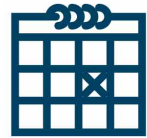
The total unique owners and conquests with a **high propensity to buy a new vehicle in next 90 days**, who live within your PMA.



### In-Equity

The total unique captive owners and conquests who **have positive equity >=\$2000 and purchased the vehicle at least 24 months ago**, and who live within your PMA.

TargetRetail®  
Pro only



### Maturing Lease

The total unique owners and conquests **who have maturing leases in next 90 days** and who live within your PMA.



### Trade-In

The total unique owners who have purchased a vehicle 2 or more years ago, **have a positive credit bureau value and trade in value range**. The total unique conquests who have **purchased a vehicle 2 or more years ago and have a positive equity**.

TargetRetail®  
Pro only



### In-Market New Event

The total unique owners and conquests with a **high propensity to buy a new vehicle in next 90 days**, who live within your PMA. Summer Event, Year End Event, Truck Month.



### DMS Marketing

The **total** unique owners of New, Used & CPO vehicles sold by your dealership **in your DMS**. Will include servicing owner only counts as well.



### Service to Sales

Total unique Servicing only Owners with **high defection / in-market indicators: Repair Orders >= \$500 in last 12 months. Warranty Expiring** in next 12 months Average mileage is greater than 16,000 miles/year and vehicle is at least 2 years old from purchase date.



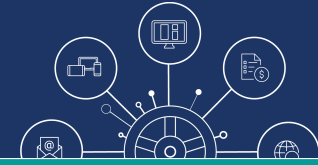
### In-Market Used/Certified Pre-Owned

The total unique owners and conquests with a **high propensity to buy a used vehicle in next 90 days**, who live within your PMA. CPO campaigns will display CPO vehicle offers and Used will display Used offers.

TargetRetail®  
Pro only

Conquest audiences are only available within TargetRetail® Pro.





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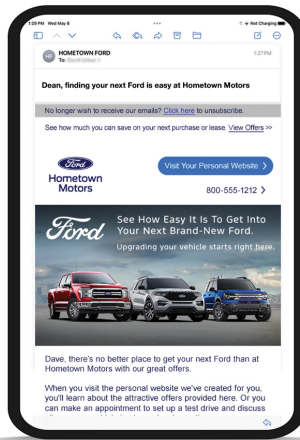
CC+ TargetRetail® Lite

CC+ TargetRetail® Pro

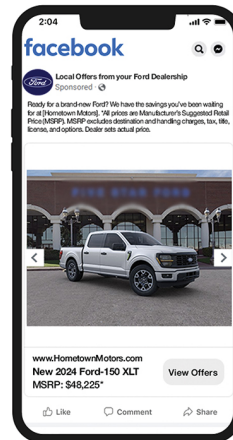
Always-On Display  
Targeting

How to enroll?

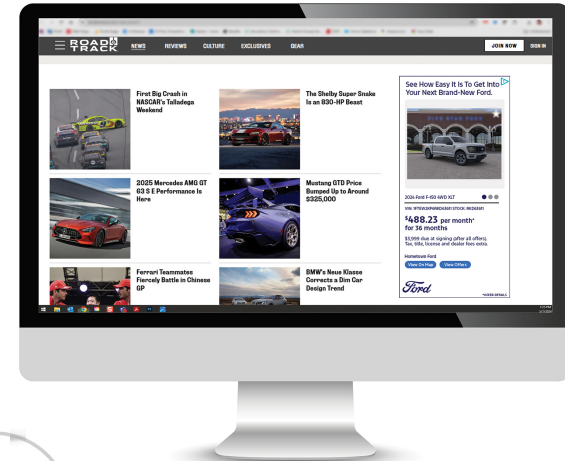
**CC+ TargetRetail®** is equipped with multi-channel, one to one, dynamic offers driven by **your inventory**. Designed to engage your customers when they are in market and **connect them to their personal website** through direct links and dynamic scan-codes.



EMAIL



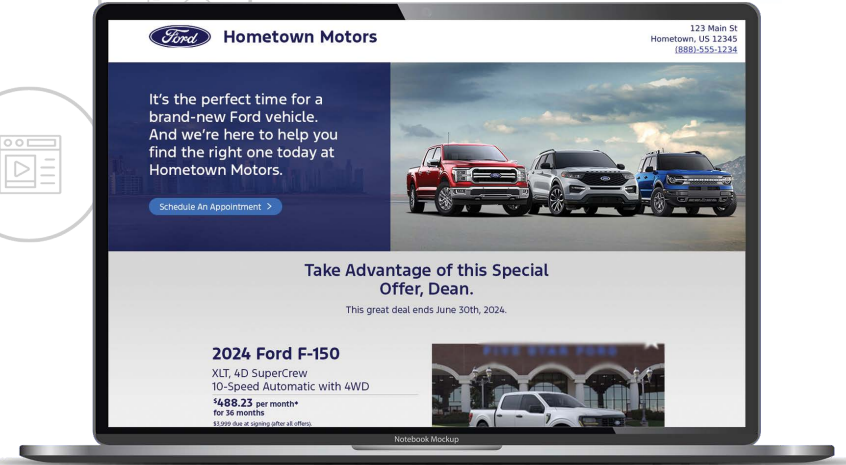
SOCIAL



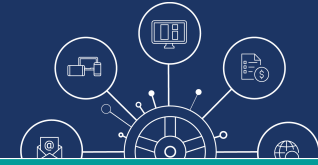
ALWAYS-ON DISPLAY TARGETING



DIRECT MAIL



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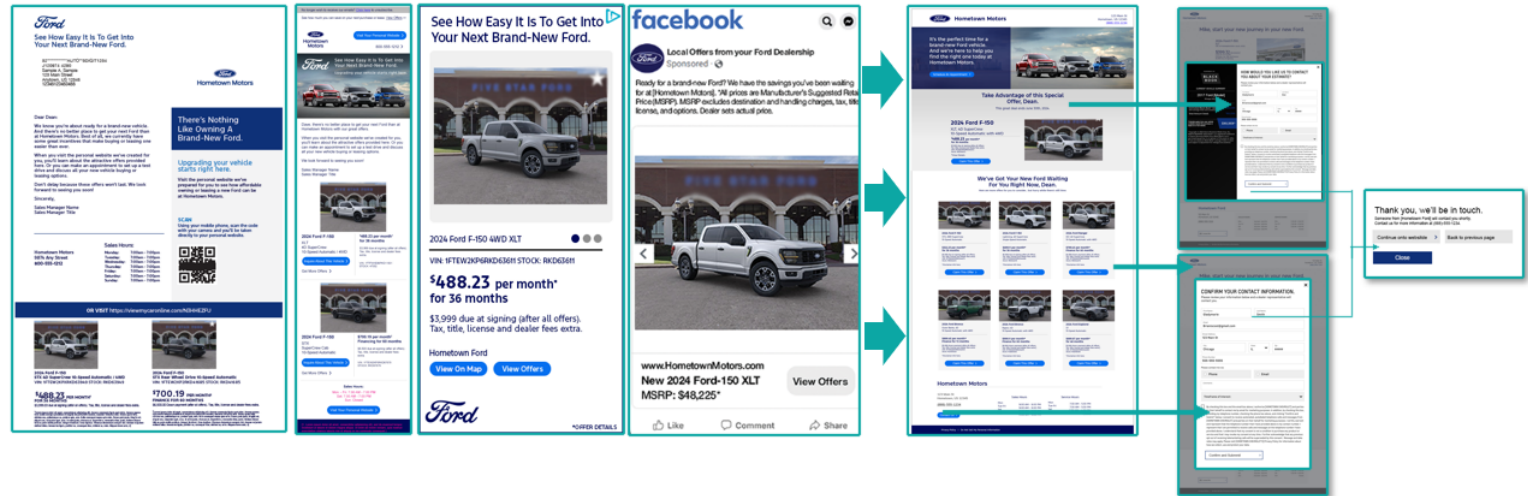
CC+ TargetRetail® Lite

CC+ TargetRetail® Pro

Always-On Display Targeting

How to enroll?

**CC+ TargetRetail®** is equipped with Epsilon's Offer Engine which automates selection of the most relevant vehicle for the consumer. **Only vehicles In your inventory** are marketed to the **right customer with penny perfect payments.**



**2024 Ford F-150**  
STX, 4D SuperCrew  
10-Speed Automatic with 4WD

---

**\$599.45 per month\***  
Finance for 60 months

\$6,999 down payment (after all offers).  
Tax, title, license and dealer fees extra.  
VIN: 1FTEW2K1P0RKD44499  
Stock: RKD44479

\*Disclaimer info here.

[Claim This Offer >](#)

### CC+ TargetRetail® Pro

- Features real-time finance and lease payments.

**2024 Ford F-150**  
STX, 4D SuperCrew  
10-Speed Automatic with 4WD

---

**Featured MSRP: \$59,995\***

VIN: 1FTEW2K1P0RKD44499  
Stock: RKD44479

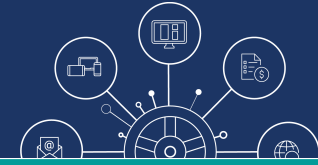
\*All prices are Manufacturer's Suggested Retail Price (MSRP). MSRP excludes destination and handling charges, tax, title, license, and options. Dealer sets actual price.

[Claim This Offer >](#)

### CC+ TargetRetail® Lite

- Features MSRP pricing only.

Customers are encouraged to submit a lead form. All leads delivered instantly to your CRM via **FordDirect with a lead source identifying TargetRetail®**. Phone call leads will also be tracked if enrolled in **CC+ TargetRetail® Pro**.



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CC+ TargetRetail® Pro

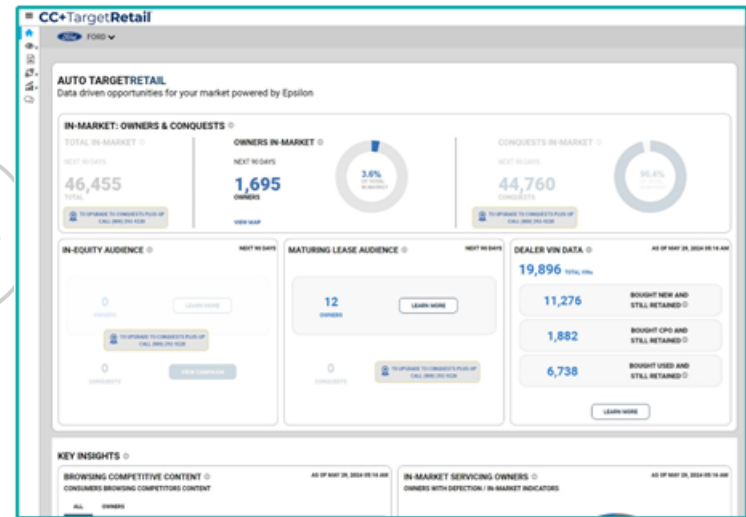
Always-On Display Targeting

How to enroll?

**CC+ TargetRetail® Lite** provides you with exclusive owner insights. Through proprietary modeling technology, you get unlimited access to in-market customers when they're ready to buy.

**CC+ TargetRetail® Lite has access to the following:**

- Campaigns
  - In Market Owners
  - Maturing Lease Owners
  - DMS Marketing Owners
  - Service to Sales Owners
  - In Market Sales Event Owners
  - Personal Landing Page (Purl)
- Available Channels
  - Email/Direct Mail/Social
- Uses Epsilon's Offer Engine to automate selection of the most relevant vehicle for the consumer based on your inventory
- Inventory feed provided by FordDirect
- **Uses MSRP pricing ONLY** in communications
- VIN level Reporting



**Ford**  
 See How Easy It Is To Get Into Your Next Brand-New Ford.

**There's Nothing Like Owning A Brand-New Ford.**

**Upgrading your vehicle starts right here.**

**SCAN**

OR VISIT <https://www.ford.com/MSRP>

**2024 Ford F-150**  
 XLT, 4D SuperCrew, 10-Speed Automatic, 4WD  
**\$59,995** EXcludes MSRP

**2024 Ford F-150**  
 XLT, 4D SuperCrew, 10-Speed Automatic, 4WD  
**\$50,995** EXcludes MSRP

DIRECT MAIL

**facebook**

Local Offers from your Ford Dealership

Ready for a brand-new Ford? We have the savings you've been waiting for at Hometown Motors. \*MSRP includes destination and handling charges, tax, title, license, and options. Dealer sets actual price.

**2024 Ford F-150**  
 XLT, 4D SuperCrew, 10-Speed Automatic, 4WD  
**MSRP: \$59,995\***

View Offers

SOCIAL

See how easy it is to get into your next Ford. Upgrading your vehicle starts right here.

**2024 Ford F-150**  
 XLT, 4D SuperCrew, 10-Speed Automatic, 4WD  
**Featured MSRP: \$59,995\***

Learn This Offer

EMAIL

**It's the perfect time for a brand-new Ford vehicle. And we're here to help you find the right one today at Hometown Motors.**

**Take Advantage of this Special Offer, Dean.**

This great deal ends June 30th, 2024.

**2024 Ford F-150**  
 XLT, 4D SuperCrew, 10-Speed Automatic with 4WD  
**Featured MSRP: \$59,995\***

**We've Got Your New Ford Waiting For You Right Now, Dean.**

PERSONAL LANDING PAGE



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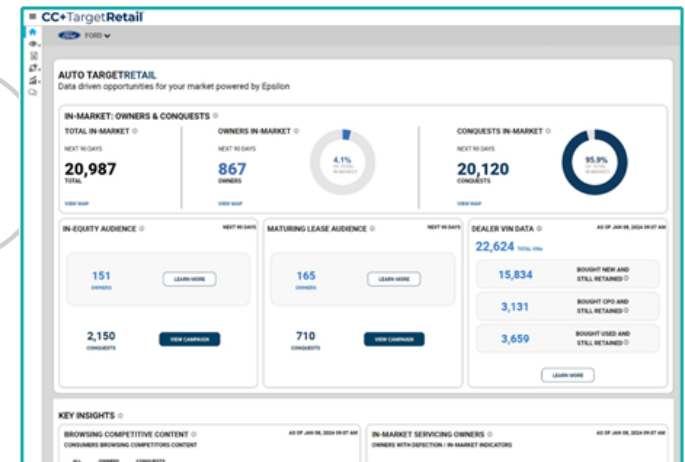
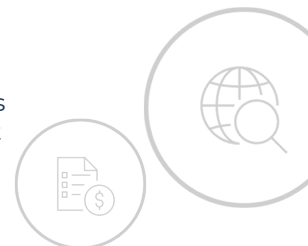
Always-On Display Targeting

How to enroll?

**Upgrade to CC+ TargetRetail® Pro** and get unlimited access to **ALL distinct owner and conquest audience segments and valuable insights**, assisting you in identifying the appropriate customer base for your campaigns with real-time lease and finance payments to achieve your retail sales targets.

**CC+ TargetRetail® Pro has access to the following:**

- Campaigns
  - In Market Owners and Conquest
  - In Equity Owners and Conquest (Black Book Evaluations for Equity Assessment)
  - Maturing Lease Owners & Conquests
  - Trade In Offer Owners and Conquest
  - Used Owners and Conquest
  - CPO Owners and Conquest
  - DMS Marketing Owners
  - Service to Sales Owners
  - In Market Sales Event Owners and Conquests
- Available Channels
  - Always-on Display/Email/Direct Mail/Social
- Additional Insights including Service Appointment Dashboard
- Implementation of Call Tracking Numbers
- VIN level Reporting



**Offers, Inventory & Onboarding**

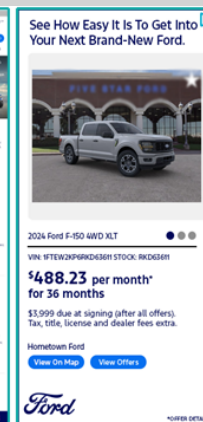
- Uses Epsilon's Offer Engine to automate selection of the most relevant vehicle for the consumer based on your inventory
- Inventory feed provided by you the Dealer
- Uses real-time lease and finance payments in all communications.
- **Dedicated Onboarding Specialist to set up your payments and disclaimers**



DIRECT MAIL



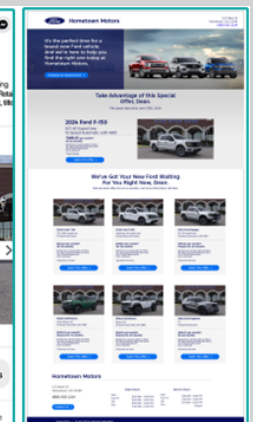
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ALWAYS-ON DISPLAY



SOCIAL



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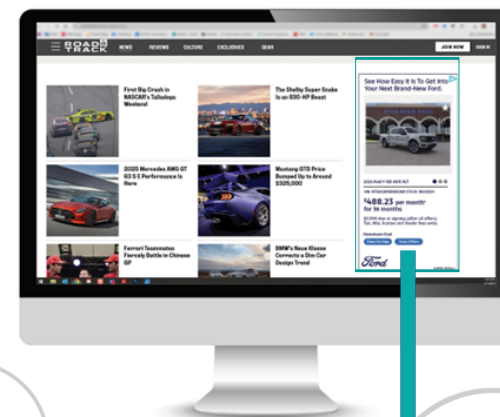
**Always-On Display  
Targeting**

How to enroll?

**Always-on display targeting marketing** serves your inventory to your top in-market prospects even when you are not running a campaign. Always-on display targeting uses Epsilon's single source of identity resolution to enable **consistent 1:1 conversations everywhere your consumers interact with your dealership**. Epsilon's PVE model identifies active in-market owner and conquest prospects with the highest propensity to purchase in the next 90 days.

## Channel Benefits

- Reach customers across multiple browsers and devices, while they browse content on their favorite sites and apps.
- Not just a one-time delivery. Display targeted ads are served to each customer up to 10 times.
- Creative pulls is VIN specific, only showing in stock inventory to the best customers with real-time payments.
- Real-time identification models pick the best time and place to send your customer a message.
- Leverage partnerships with 14,000 publisher sites and apps.



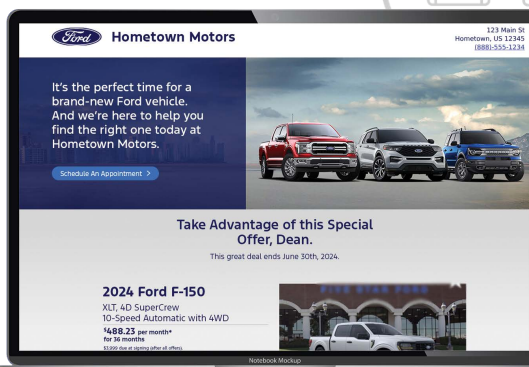
See How Easy It Is To Get Into Your Next Brand-New Ford.



2024 Ford F-150 4WD XLT  
VIN: 1FTFW2K66R0K063611 STOCK: RKD63611  
**\$488.23 per month\* for 36 months**  
\$3,999 due at signing (after all offers). Tax, title, license and dealer fees extra.  
Hometown Ford  
[View On Map](#) [View Offers](#)  
**Ford**  
\*OFFER DETAILS

## Activation Details

- Always on display is only available in the pro package.
- Up to 20,000 ad impressions to top in-market consumers every month.
- Covers 2,000 owners with 10 impressions served on average to each consumer
- You can add additional display budget to reach a larger audience of in-market consumers or apply budget to another audience segment.
- For dual Dealers, adding Lincoln will be an additional charge.





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How to enroll?

## How do I enroll in **CC+ TargetRetail<sup>®</sup>**?

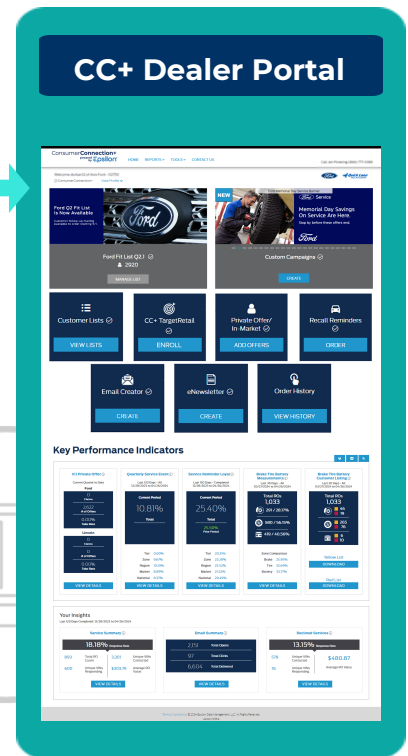
**FORDDIRECT**  
- **PRODUCT** -  
- **PARTNER**

### CC+ TargetRetail<sup>®</sup> Pro

- Log into the Consumer**Connection+** Dealer portal by clicking **HERE**. The click the enroll button on the homepage. See right.
- **OR** Log into FordDirect's Dealer Center by clicking **HERE**, and click the Consumer**Connection+** product under the solutions section.
- **Still need help?** Contact your FordDirect Digital Performance Consultant or your Epsilon Field Product Specialist.
- **Contact Us:** email us at **CCTargetRetailSupport@epsilon.com** Or call Program Headquarters at **866-777-0389**.

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**Contact Your Product Specialist for pricing and a live demo.**

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