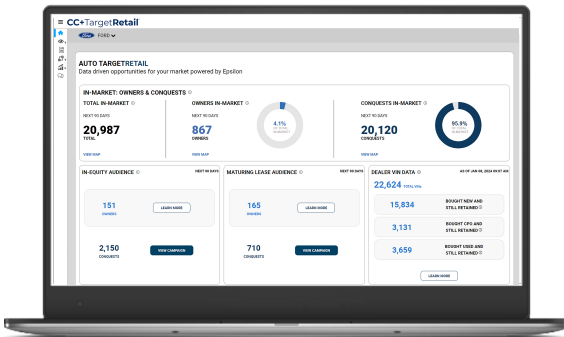




**Drive Sales, Reduce Waste, Deliver Results.**

**CC+ TargetRetail®** is a multi-channel marketing platform that allows dealers to identify customers who are in market to purchase a vehicle. Through precise data intelligence and consumer attributes, Dealers can leverage Epsilon's top ranked customer database to **enrich profiles across both their current owners and available conquest customers using key demographic and lifestyle data.**

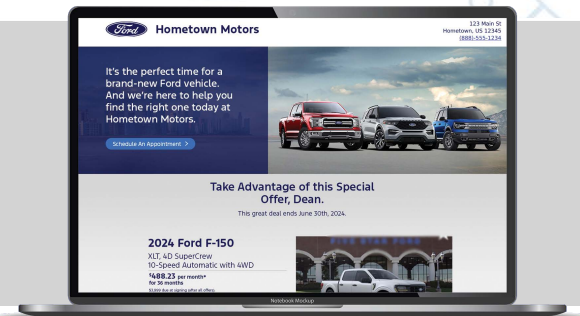


## Customer Audiences and Insights

Enjoy unrestricted access to distinct audience segments and valuable insights, assisting you in identifying the appropriate customer base for your campaigns to achieve your retail sales targets.

## Real-Time Offers and Leads with 1:1 Communications

Effectively market the most suitable vehicle inventory with real time penny perfect payments. **CC+ TargetRetail's®** 1:1 messaging drives traffic to a personalized website where customers can view current offers and submit leads that will be automatically delivered into your CRM system.



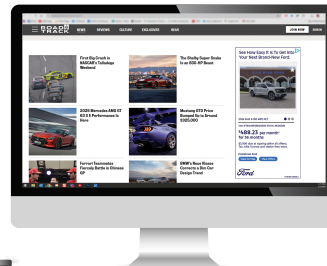
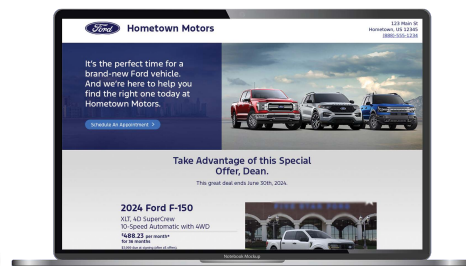
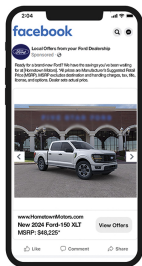
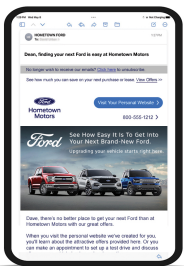
EMAIL

SOCIAL

PERSONAL LANDING PAGE

ALWAYS ON 1:1 DIGITAL TARGETING

DIRECT MAIL



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

Contact Your Product Specialist for pricing and a live demo.  
Email us at: [CCTargetRetailSupport@epsilon.com](mailto:CCTargetRetailSupport@epsilon.com)  
Or call Program Headquarters at 866-777-0389.

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



**Drive Sales, Reduce Waste, Deliver Results.**

Upgrade to **CC+ TargetRetail<sup>®</sup> 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.**



## LITE vs. PRO

	Lite	Pro
<b>Multiple Campaign Options w/Ford &amp; Lincoln</b> Brand Specific Creative	✓	✓
In-Market Modeling (Epsilon's Personal Valuation Engine (PVE))	✓	✓
Reporting Access + Real Attribution Metrics	✓	✓
Ford <b>Direct</b> 1st Party Data + DMS Integration	✓	✓
Custom Landing Page (PURL)	✓	✓
CRM Lead Generation via Ford <b>Direct</b>	✓	✓
Access to Owner Data	✓	✓
<b>Access to Conquest Data</b>	✗	✓
<b>Dedicated Onboarding Specialist</b>	✗	✓
<b>Custom Penny-Perfect Lease &amp; Finance Offers w/Dynamic Inventory Creative</b>	✗	✓
<b>Always-on Display Targeting 20,000 Impressions</b> (Owners/Conquest Audience)	✗	✓
<b>Implementation of Call Tracking Numbers</b>	✗	✓
<b>Equity Mining Campaigns &amp; Black Book Evaluations for Equity Assessment</b>	✗	✓
<b>Used and Certified Pre-Owned Campaigns</b>	✗	✓

CC+ TargetRetail<sup>®</sup> Lite

CC+ TargetRetail<sup>®</sup> Pro



Enroll today in  
**CC+ TargetRetail<sup>®</sup> Pro**



Log into FordDirect's Dealer Center by clicking **HERE**. Then click the Consumer**Connection+** product under the Solutions section.

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

Contact Your Product Specialist for Pricing and a Live Demo.  
Email us at: **CCTargetRetailSupport@epsilon.com**  
Or call Program Headquarters at 866-777-0389.

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