

# Epsilon T3 Summer Accessories Program Overview



## OBJECTIVE:

- Drive customers to their Dealer to purchase Accessories or take advantage of Dealer selected service offers
  - Dealers select a \$ or % off accessories offer and one dealer selectable service offer

## AUDIENCE:

2016 MY or newer New, Used and Certified Pre-Owned **Chevrolet, Buick, GMC** and Cadillac Sales customers between 0-36 months from vehicle purchase date that live within 100 miles from their Dealership

## COMMUNICATIONS:

- Direct mail = Encourages customers to visit their Dealer to purchase Accessories
- Email = Links out to the Dealer T3 Accessories E-comm page (if available)
  - If Dealer is not T3 E-comm enabled, links out to Dealer 'Contact Us' page
- OLA = Links out to the Dealer T3 Accessories E-comm page (if available)
  - If Dealer is not T3 E-comm enabled, links out to Dealer 'Contact Us' page

## TIMING:

In-market 6/1/21-7/31/21

# Epsilon T3 Summer Accessories Program Direct Mail

Chevy Car	Chevy Truck/SUV	Buick	GMC	Cadillac