

Consumer**Connection+**

Overview of Features and Functions



New and Greatly Improved

This guide provides information about Email Creator functionality common for regular users.

Enhanced Brand Experience

Now you can customize buttons, headers, navigation and more to fully align with your brand.

WYSIWYG* Messaging Editor

- Providing a competitive edge by presenting inventory through email, quickly
- Creating more engagement with video enabled emails
- Driving greater foot traffic into the dealerships helps to move inventory
- Providing a fully optimized online engagement experience

Mobile and Tablet Friendly

All email campaigns are designed for maximum impact and usability for the wide range of screen sizes that users have.

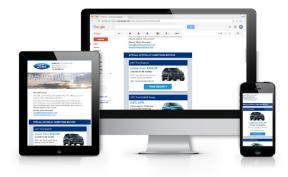
* WYSIWYG = What You See Is What You Get

A WYSIWYG editor will show what the end result looks like as it is being edited.

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- ✓ Quickly Create Campaigns
- ✓ Navigate Intuitively
- Customize Your Communications
- Improve Your Equity
- ✓ Significantly Improve Sales





Showcased Feature Page (Home)	Consumer Connection+	Enter f
Upon login you are presented with the Showcased Feature Page.	HOME CAMPAIGNS REPORTS LIST MANAGEMENT Showcased Templates Ford All-New Bronco	HELP Email or Call (866) 777-0389 Search by Template Name 2
The primary navigation at the top reveals	Reserve Now Processor Reserve	Now Available!
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For help, contact a representative at PHQ:

Phone: 866.777.0389 | Fax: 866.260.3235 | Email: ConsumerConnection@Epsilon.com

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Template Browsing

Templates are browsed visually, six at a time.

Templates can also be searched by keywords.

A **magnifying glass** icon appears when hovering over a template. Clicking the icon displays a full size **preview** of the campaign design.



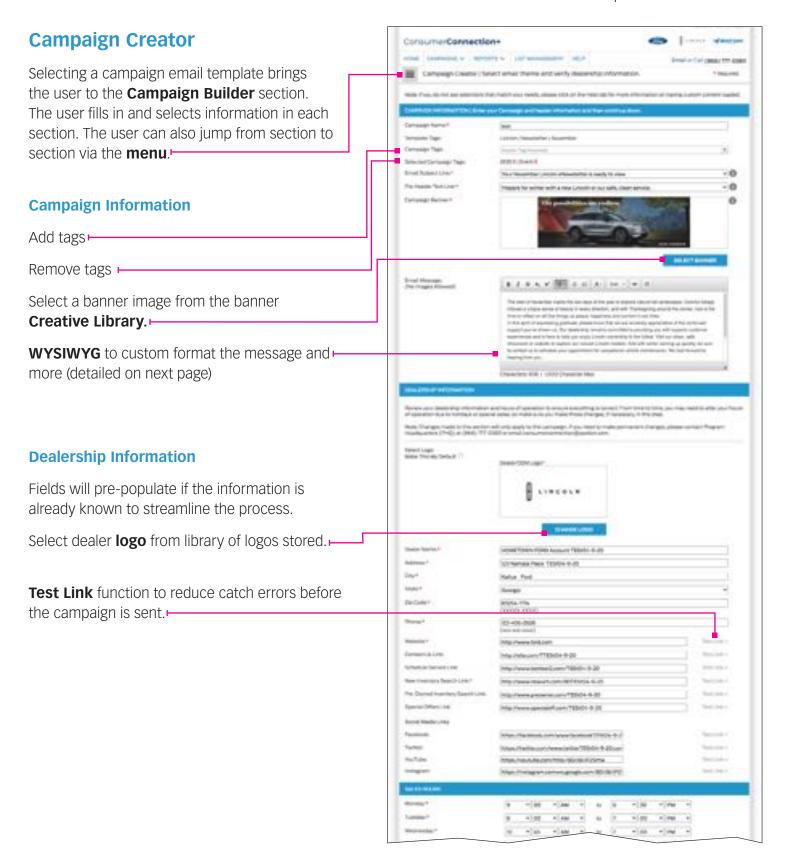
Left and right navigation controls appear on hover to the sides of the templates.

Pending and completed campaign views can be expanded and collapsed by clicking the toggle — arrow in section header.

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For help, contact a representative at PHQ:





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Campaign Creator

WYSIWYG Details

With the WYSIWYG editor, users can now custom format the messaging.

FEATURES INCLUDE:

Spell checking		
Formatting text styles	B I ⊻ ×, ×' ♥- I= = A- Szo - ∞ ⊕	
Formatting text lists	The start of November marks the last days of the year to explore natural tail landscapes. Colorful foliage imbues a unique sense of beauty in every direction, and with Thanksgiving around the corner, now is the time to reflect on all that brings us peace, happiness and comfort in our lives.	L
Formatting text colors	In this spirit of expressing gratitude, please know that we are sincerely appreciative of the continued support you've shown us. Our dealership remains committed to providing you with superior customer	L
Adding text links	experiences and is here to help you enjoy Lincoln ownership to the fullest. Visit our clean, safe shownoom or website to explore our newest Lincoln models. And with winter coming up quickly, be sure	1
0	to contact us to schedule your appointment for exceptional vehicle maintenance. We look forward to hearing from you.	
Real time character counting		4
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Campaign Creator (cont.)

Campaign Creator (cont.)		Facebook.	https://laceboom
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		Instagram:	https://instagram.comww.google.com/BD/JB/JP2! Test Link >
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Service Hours		Tuesday:*	9 • 00 • AM • to 7 • 00 • PM •
		Wednesday:*	10 v 45 v AM v to 7 v 00 v PM v
Select times		Thursday:*	11 v 00 v AM v to B v 00 v PM v
		Friday:*	11 v 00 v AM v to 5 v 00 v PM v
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For help, contact a representative at PHQ:





Campaign Offers

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	user progress of completion.		h offer for this campaign by clicking through the offers.			
offers are co		Cleans 2444404 (CHEEN) Bow Campaign Name Campaign Offer No. Ushirle swage	test			
CREATE CAMPAIGN OFFERS Offer 1 ✓ Offer 2	Signature / Message / APR APR Message PREVIEW Check Mark - Completed Offer(s)					
Offer 3	Bold - Current Offer Regular - Remaining Offer(s)	Vehicle Make* Vehicle Make* Vehicle Description APR Financing*	Vehicle Heet Vehicle Mede Vehicle Mede Vehicle Description X4 \$6			
Select a vehi	cle image from image gallery.	Centract Length* Disclaimer Number (Select 1 Nor Offer 3 Nor Offer 2, etc. 3* Prinnice Company Prusit (optionet) - Choose plus if adding discount Offer Discount Discount Type	Doc Months			
Click Save 8	Continue to move to next offer.	Note: Click "Save & Continue" to save Click "Save & Continue" to save				
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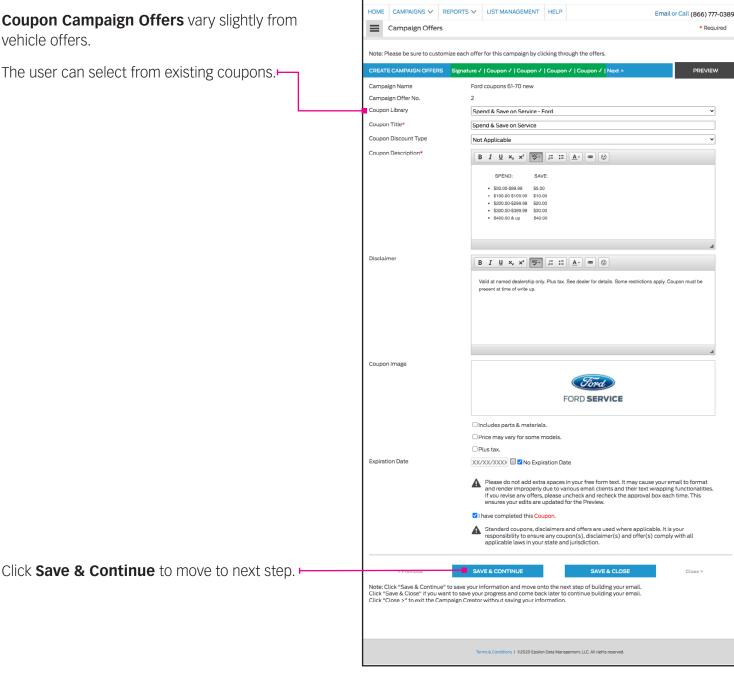


Tind I LINCOLN 🚽 Quick Land

Campaign Offers

Coupon Campaign Offers vary slightly from vehicle offers.

The user can select from existing coupons.



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Campaign List Selection

Select Data Selection Sources

Enter Customer Vehicle Criteria -

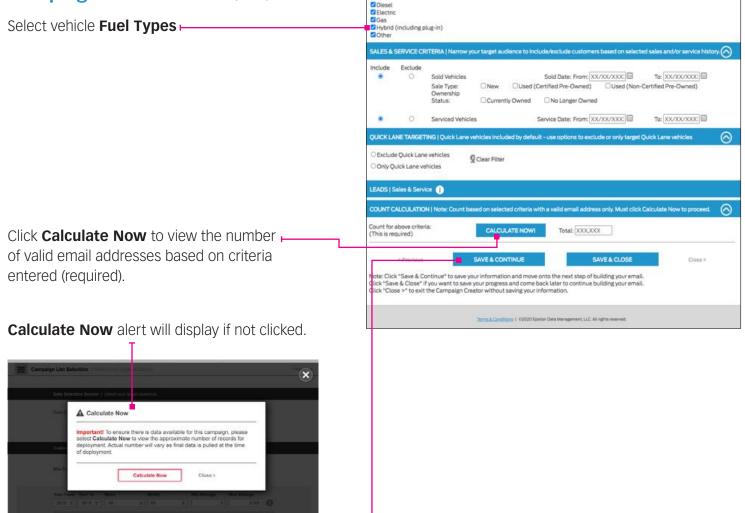
Additional vehicles can be added -

		ction+			and the second		
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Campaign List Selection (cont.)



Click Save & Continue to move to next step.-

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Campaign Summary	ConsumerConnection+ ConsumerConnection+ Consumer
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A Preview link is available in the top bar.	Destinatare international Advance US Streads Proc One Advance Advance Advance Advance
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Lastly, click Submit button to publish a completed campaign.	<text></text>

For help, contact a representative at PHQ:



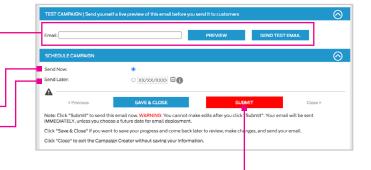
Campaign Summary (cont.)

After reviewing the summary information, you may **Preview** or **Send Test Email** to an entered email ⊢ address.

Schedule the campaign to be sent immediately by selecting **Send Now**, or schedule it to be sent at a — later date by selecting **Send Later** and choosing — a date.

Once scheduled you may click the "Submit" button.

Upon scheduling and submitting the campaign, a a confirmation pop-up window will appear. Click "**Submit**" to send or schedule your campaign.



		Add New Seed +
TEST CAMPAIGN S	Submit Submit Confirmation	″ ⊘
Email:	Important! After you press the "Submit" button, you will not be able to make any changes to the campaign. Please make sure you review all information such as content, offers, pricing, etc. before pressing "Submit".	
SCHEDULE CAMPA	SUBMIT Close >	\odot
Send Now:		
Send Later:	11/30/2020 □ □	

After submitting your campaign, a confirmation window will appear. At this point, you may click **"Create Another Campaign"**— or click on the **"Close>"** link.

SEED LIST Please A seed list con below. You can FIRST NAME Samantha David Annon	You have successfully built and submitted your campaign. Reference the Dachboard section to move the campaign enlievery data and be sure to chock back after 47 data. A factor of the section of the se	erself to the list
	and yourself a live preview of this email before you send it to customer.	Add New 3

For a live demo contact your DHR representative and begin driving increased traffic into your dealerships.

For help, contact a representative at PHQ:



Mix & Match

A Mix & Match Campaign allows for the selection of offers during the campaign build process.

This adds flexibility when unique offers are needed that otherwise are not available in the other campaign templates.

With Mix and Match, all you need to do is select a template and when you get to the offers page, select the offers you want to include in your email.

Option 2 is illustrated in the following pages after selecting a Mix & Match template from the **drop-down menu** A or from the **Pending Campaigns list**. B

HOME CAMPAIG			ST MANAGEMEN	NT HELP			Ema	ll or Call (866) 777-038
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PENDING C	AMPAIGN	IS Review,	edit and/or de	lete created c	ampaigns t	hat have no	ot been ser	nt.	\odot
CAMPAIGN NAME		CREATED	MODIFIED	TEMPLATE NAME	ę.	CATEGORY	CREATED B	Y	ACTIONS
Ford Built for the Hol emai	idays instant	11/05/2020	11/05/2020	Ford Built for the	Holidays	Message	Christina Ph	iam S4	elect 🗸
test		11/04/2020	11/04/2020	Ford 2 APR		Sales	Christina Ph	iam Si	elect Y
Quick Lane coupons	41-50	11/02/2020		Quick Lane 10 Se Coupons	rvice	Service	Jennifer Sw	offord	elect 🛩
Quick Lane coupons	31-40	11/02/2020		Quick Lane 10 Se Coupons	rvice	Service	Jennifer Sw	offord	elect ¥
Quick Lane coupons	21-30	11/02/2020	11/02/2020	Quick Lane 10 Se Coupons	rvice	Service	Jennifer Swi	offord	elect 🗸
Quick Lane coupons	11-20	11/02/2020	11/02/2020	Quick Lane 10 Se Coupons	rvice	Service	Jennifer Sw	offord Se	elect 🗸
Ford coupons 61-70 r	new	10/27/2020	10/27/2020	Ford 6 Service Co	oupons	Service	Jennifer Sw	offord	elect 🛩
Quick Lane coupons	1-10	10/30/2020		Quick Lane 10 Se Coupons	rvice	Service	Jennifer Sw	offord	elect 👻
test yahoo		10/29/2020	10/29/2020 1	incoln 1 Mix & M	atch Offer	Mix & Match	Luynh Phan	n Se	elect 🗸
test		10/27/2020	10/27/2020 1	Ford November M	lewsletter	Newsletter	Suzanne Sis	comphone 5	elect ¥
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CAMPAIGN NAME	SUBMITTED	SCHEDULED	TEMPLATE NAME		CREATED BY	STATUS	COUNT	REPORT	ACTIONS
test	11/10/2020 07:38:31 AM	11/30/2020	Lincoln Novembe Newsletter	er Newsletter	Suzanne S	Cancelled	Pending	Unavailable	Select ¥
jbhati_test 1 o	10/27/2020 09:33:51 PM	10/27/2020	Ford 3 Mix & Match Offers	Mix & Match	Jasvant B	Failed	N/A	Unavailable	Select ¥
Your Invited	10/13/2020 08:53:42 AM	10/13/2020	Ford Event Message	Message	inordmey	Cancelled	Pending	Unavailable	Select ¥
jbhati_test 2 o	10/09/2020 03:29:26 AM	10/09/2020	Service FordPass SmartLink	Service	Jasvant B	Deployed	1	٢	Select ¥
jbhati_test1o	10/09/2020 03:06:31 AM	10/09/2020	Service FordPass SmartLink	Service	Jasvant B	Deployed	2	٢	Select ¥
Ford All-New Mu	10/06/2020 06:31:59 PM	10/06/2020	Ford All-New Mustang Mach-E.	Message	Christina	Cancelled	Pending	Unavailable	Select ¥
jbhati_test1o	09/29/2020 08:30:15 PM	09/29/2020	Service FordPass SmartLink	Service	Jasvant S	Deployed	2	0	Select ¥
Towne Ford Labo	09/05/2020 09:24:04 AM	09/05/2020	Ford 4 Mix & Match Offers	Mix & Match	jbrya161	Deployed	5677	٢	Select ¥
test	08/27/2020 02:02:52 PM	08/30/2020	Ford 1 Service Coupon	Service	Christina	Deployed	з	•	Select ¥
jbhati_test 1 o	06/30/2020 11:56:17 PM	06/30/2020	Service FordPass SmartLink	Service	Jasvant S	Deployed	2	۲	Select ¥
Showing 1 to 10 of	194	Sho	w 10 - Rows			<previou< td=""><td>us <mark>1</mark>2</td><td>3 4 5</td><td>Next></td></previou<>	us <mark>1</mark> 2	3 4 5	Next>
					sent, LLC. All rights				

For help, contact a representative at PHQ:

Quick Reference Guide





Complete all required fields and selections then click **"Save & Continue"** to move on to step 2.

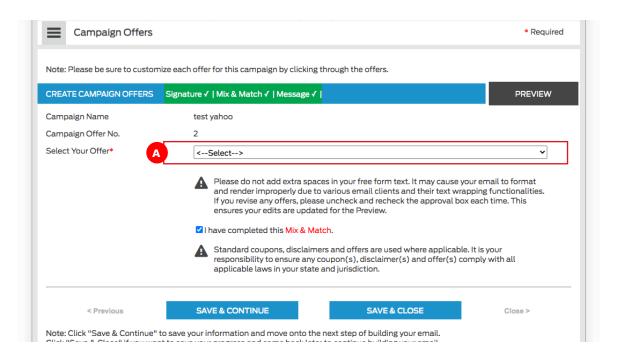
SAVE & CONTINUE

CAMPAIGN INFORMATION Ent	er your Campaign and header information and then continue down.	
Campaign Name:*	test yahoo	
Template Tags:	Lincoln	
Campaign Tags:	Search: Tag/Keywords	
elected Campaign Tags:		
Email Subject Line:*	##DealerName## is here to serve you!	•
Pre-header Text Line:*	##DealerName## has a championship lineup of savings and service.	~
	SELECT	T BANNER
Email Message: (No Images Allowed)	B I U ×, × 1 💬 I II A. San · ● 💿	
	TEsting	

For help, contact a representative at PHQ:



You will first need to select an offer type from the Select Your Offer dropdown.



lote: Please be sure to custom	ize each offer for this campaign by clicking through the offers.	
CREATE CAMPAIGN OFFERS	Signature ✓ Mix & Match ✓ Message ✓	PREVIEW
Campaign Name	test yahoo	
Campaign Offer No.	2	
	 < <select></select> Ford APR Ford Coupon Ford Event Message Ford Lease Ford Message Ford Special Offer with Image Ford Special Offer without Image Lincoln APR Lincoln Coupon Lincoln Event Lincoln Lease Lincoln Special Offer with Image Lincoln Special Offer with Image 	
< Previous	SAVE & CONTINUE SAVE & CLOSE	Close >

For help, contact a representative at PHQ:



	Note: Please be sure to customi	ze each offer for th	is campaign by cl	icking through the	offers.]
	CREATE CAMPAIGN OFFERS	Mix & Match ✔	Mix & Match	Mix & Match ✔	Mix & Match 🗸	PREVIEW	A
t	Campaign Name	test vahoo					

As for any campaign, fill in the details for each offer in the **horizontal offer navigation bar**. A Completed offers appear as green with a check mark next to it.

For this example there is just one remaining **Mix & Match b** offer that needs to be completed.

Note: Please be sure to custom	nize each offer for this came by clicking through the offers.
CREATE CAMPAIGN OFFERS	Mix & Match ✓ Mix & Match ✓ Mix & Match ✓ Mix & Match ✓ PREVIEW
Campaign Name	test yahoo
Campaign Offer No.	2
Select Your Offer*	C Lincoln Lease ~
Vehicle Image	
	BROWSE VEHICLE
Vehicle Year*	Vehicle Year
Vehicle Make*	Vehicle Make
Vehicle Model*	Vehicle Model
Monthly Payment*	\$
Contract Length*	XX Months
Disclaimer Number (Select 1 fo 2 for Offer 2, etc.)*	r Offer 1, 1 🗸 🗸
Details of Offer	$\begin{array}{ c c c c c c c c c c c c c c c c c c c$
	Text and here

Select a Mix & Match offer from the **drop down menu**.

Mix & Match offer types available are: APR, Coupon, Image, Lease, Message, MSRP, and New Car Purchase.

For help, contact a representative at PHQ:



Fill out the required offer fields (A) and choose any offer image (B) using the image gallery.

ampaign Name	test yahoo	
ampaign Offer No.	2	
elect Your Offer*	Lincoln Lease	
whicle image	Pruzeni i reale.	
A		VEHICLE
shicle Year*	2020	
ehicle Make*	Lincein	
whiche Model*	WKZ Standard	
forthly Payment*	4	
out of a statement.	399.59	
ontract Langth*	36 Months	
lactal/mer Number Select 1 for Offer 1, 2 for Offer 2, etc.)		۷
	Service of a	
and the state framework		-
syment Due At Signing*	1390.00	
and the little	2FTHF25H65CAF3459	
whicle VIN		
С	 Please do not add extra spaces in your free form text. If may cause your email and render improperly due to various email clients and their text wrapping full if you revise any offers, please uncheck and recheck the approval box each to ensure your edits are updated for the Preview. I have completed this Min & Match. Standard coupons, disclaimers and offers are used where applicable. It is you responsibility to ensure any cupon(s), disclaimer(s) and offer(s) comply we applicable laws in your state and jurtadiction. 	nctionalities. me, This ur

After the required offer fields are completed, click the **check box** for "I have completed this **For help/vis/ktakta:hepresentative at PHQ**:



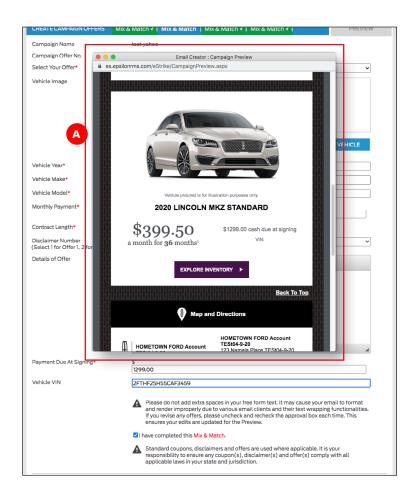
Completed offers are indicated in the top offer bar by appearing in **green with a checkmark**.

When all of the offers have been completed the campaign can be previewed via the active **preview button** on the right side.

Preview the campaign in the **preview window**, A then close the preview window and make any additional edits.

 CREATE CAMPAIGN OFFERS
 Mix & Match ✓
 Mix & Match ✓
 Mix & Match ✓





When done with any additional edits, click on the **"Save & Continue"** button at the bottom to proceed with the remaining campaign steps 3 and 4.



For help, contact a representative at PHQ:



List Management

List Management Allows You to Upload and Manage Your Prospect Lists

You can access **List Management** from the main navigation. Connect to more prospects by increasing your email address database using the new list management feature and our enhanced email cleansing/hygiene process.

	ORTS V LIS	T MANAGEM	ENT HELP		Email or Cal		
Showcased Templa	ites		_		Search by Temp	late Name	1
Ford All-New Bro Reserve Now	onco		Message	e Board I	Jpdated Rej	porting	2
Reserve Bronco 2 Door and 4 Door Bronco Sport		Park and		Now	Available!		
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		00000			YREPORTS	1	
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CAMPRICK NAME Rand Built for the Holidays Instant						ACTO	
CAMPRICK NAME Rand Built for the Holidays Instant	45 Review, 4 Collatto	dit and/or o Moorico	felete created campaig	ns that have n	ot been sent. CIRCATIONY	ACTO	ndi .
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CAMPACON HAME And Build for the Holdays Instant, emis. Seet Ourick Lame coupons 41-50 Ourick Lame coupons 31-60	45 Review, 4 CHEATER 1/05/2020 1/02/2020 1/02/2020	dit and/or o McoHito 11/05/2020 11/03/2020 11/03/2020	Letete created campaig TEMPEAT HANN Field Bytt for the Holdes Field (2.47%) Quick Lang (10 Service Cospone Ouck Lang (10 Service Cospone Cospone Quick Lang (10 Service Cospone	ns that have n CATEGORY Message Sales Bervior Service	Christina Marin Christina Marin Christina Marin Christina Marin Christina Marin Amerika Bwalford Jamerika Bwalford	Several Several Several Several	

The List Management page will display all lists and can be **sorted by clicking on the column header text** (by default sorted by date).

24 mon				M compliancy for every er clean, active and usable.				
process	ths will be considered inar							
Show	10 V Rows						Add	NewLis
10	LIST NAME	STATUS	TUPLCAD CATE	LAST USED DATE	END DATE	BMAE ACOR ACCUPTED		MT ACTION
2104	Johas_list 1 on 10/28/2020 Ford Pr.,	Active	10/21/2020 08:32 PM	None	Noné	1	î.	Select
20404	80 Ford 101520	Active	10/15/2020 03:53 PM	None	None	5	8	Select
20869	Towne, Mach E	Active	10/12/2020 02:39 PM	10/13/2020	None	89	67	Select
20620	Johani, Jiat 1 on 10-9/2020	Active	10/99/2026 02:51 AM	10/21/2020	Norm	4	2	Select
20679	.8hat.38t1on9/90/2020	Active	09/29/2020 08:59 PM	10/09/2020	hane	545	2	Belect
20990	Lature Day series 2	Active	0%/04/2020 09:56 AM	09/05/2020	Note	4023	2965	Select
20189	Labor Day sales	Active	09/04/2020 09/56 AM	09/05/2020	None	7066	3627	Select
1127291	HD QA	failed	06/07/2020 Dis-MI.PM	None	None	5	ii .	Select
19797	abuldes Team	Facine	08/07/2020 09/47 PM	None	None		٥	Select
21758	BD SHOULD BOOD	Active	08/07/2020 02:44.7M	tvono	None		60	Select

For help, contact a representative at PHQ:

List Management



FORD**DIRECT**

Show	10 Y Rows							New List
10	LIST NAME	STATUS	VUPLOAD DATE	LAST USED DATE	END	EMAIL ADOR		
21104	johati_list1 on 10/28/2020 Ford Pr	Active	10/27/2020 08:32 PM	None	None	3	1	Select V
20924	BD Ford 101520	Active	10/15/2020 03:53 PM	None	None	5	3	Select *
20869	Towne_Mach E	Active	10/12/2020 02:39 PM	10/13/2020	None	89	67	Select V
20820	jbhati_list1 on 10/9/2020	Active	10/09/2020 02:51 AM	10/27/2020	None	á	2	Select V
20679	jbhati_iist1 on 9/30/2020	Active	09/29/2020 08:59 PM	10/09/2020	None	4	2	Select 4
20190	Labor Day sales 2	Active	09/04/2020 09:58 AM	09/05/2020	None	4023	2161	Select *
20189	Labor Day sales	Active	09/04/2020 09:56 AM	09/05/2020	None	7066	3627	Select ¥
19758	ND QA	Failed	08/07/2020 09:48 PM	None	None	5	0	Select Y
19757	eBuilders Team	Failed	08/03/2020 09:47 PM	None	None	13	0	Select Y
19753	80 Emails 080720	Active	08/07/2020 02:44 PM	None	None	4	1	Select Y

Status

For each list the **Status** is displayed which can be one of the following definitions:

Submitted – List has been uploaded and is being processed

Active – List has been processed and is available for selection

Failed – List did not pass processing and should be corrected and uploaded again

Expired – List has expired but can be used again if the expiration date is set to a future date

Inactive – List has not been used in the last 24 months

For help, contact a representative at PHQ:

 \equiv



-ORD**DIRECT**

List	Ma	in	300	h m	ide	١ŧ -
LOCK.	14103	en 14	ugs	211	1721	× .

Manage and grow your email subscriber list with our list upload tool. Click on the Add New button to upload a list of opted in subscribers. Dealers are responsible and liable for obtaining proper CAN SPAM compliancy for every email address loaded into the application. Mailing your lists with frequency is the best way to ensure your lists stay clean, active and usable. Any lists not used for a campaign within the past 24 months will be considered inactive and will not be available for use. These lists will need to be re-uploaded and cleansed by our updated process.

					1000	E AAL ADOR	ES COU	E S COUNT	
ID .	LIST NAME	STATUS	VUPLOAD DATE	LAST USED DATE	DATE	ACCEPTED	VALID	ACTIONS	
21104	jbhati_list 1 on 10/28/2020 Ford Pr	Active	10/27/2020 08:32 PM	None	None	3	1	Select	
20924	BD Ford 101520	Active	10/15/2020 03:53 PM	None	None	5	3	Select	
20869	Towne_Mach E	Active	10/12/2020 02:39 PM	10/13/2020	None	89	67	Select	
20820	jbhati_list 1 on 10/9/2020	Active	10/09/2020 02:51 AM	10/27/2020	None	á.	2	Select	
20679	jbhati_list1 on 9/30/2020	Active	09/29/2020 08:59 PM	10/09/2020	None	4	2	Select	
20190	Labor Day sales 2	Active	09/04/2020 09:58 AM	09/05/2020	None	4023	2161	Select	
20189	Labor Day sales	Active	09/04/2020 09:56 AM	09/05/2020	None	7066	3627	Select	
19758	BD QA	Failed	08/03/2020 09:48 PM	None	None	5	o	Select	
19757	eBuilders Team	Failed	08/03/2020 09:47 PM	None	None	13.	0	Select	
19753	0D Emails 080720	Active	08/07/2020 02:44 PM	None	None	40	1	Select	
Showing	1 to 10 of 207	Sh	w 10 V Rows		<previous< td=""><td>1 2 3</td><td>4 5</td><td>Next></td></previous<>	1 2 3	4 5	Next>	

Start the process of uploading/adding a new list by clicking on the "Add New List+" - link at the upper right.

Email Address Count

Accepted Count indicates the number of email records from the original uploaded list that are in an acceptable format. For example, if you uploaded a list with 100 records but 25 were missing required information, then the number of Accepted records would be 75.

Valid Count indicates the number of email addresses after the list cleansing/hygiene process has been applied. For example, if you uploaded a list of 100, and 25 were missing required information then you would have 75 accepted. Of the 75, 25 were scrubbed out after our email hygiene and cleansing process, your valid count would be 50 records. Valid Count does not represent the actual count of email addresses available to use. You may see a lower count in Step 3 Calculate Now button which will be from additional filtering/cleansing i.e. 24 hour suppression, deduping and global opt outs.

For help, contact a representative at PHQ:

Quick Reference Guide





Add New List (cont.) ble for obtaining proper CAN SPAM compliancy for every email address loaded best way to ensure your lists stay clean, active and usable. Any lists not used fo 🛕 List File Upload Disclaimer A disclaimer overlay appears for you to choose to agree or disagree with. Agree or Disagree to List File upload Disclaimer Before importing an email distribution list into our application, you must first verify that the list you are importing contains only email addresses from individuals that have given you express permission to send them email. Such email addresses are also referred to as "opt-in" addresses, meaning that they have opted to give you permission to send them email. By clicking the "I agree" button below, you verify that this email distribution list qualifies as an opt-in list because all members of this list expressly provided direct consent or otherwise gave you or your company express permission in a verifiable manner to send email messages to them. I AGREE I DISAGREE 08:59 PM The overlay will then allow you to name, il subscriber list with our list upload tool. Click on the Add New button to uplo select and upload your list that conforms to Upload a List * Required the Import Guidelines. List Management allows you to securely upload your CAN SPAM compliant email lists for cleansing and hygiene. You may also set a usage date on each list to ensure the availability and/or expiration of your lists. Prepared lists will be stored in your List Library and available for use with your campaigns upon completion of our hygiene process. List file must not exceed 7,500 records. To An optional End Date can also be entered before saving and closing the overlay. include additional records, multiple files can be uploaded and selected in a campaign. List Name:* After naming and selecting your list, click the Save & Close button to complete the upload. Browse Lists:* Browse See Import Guidelines for List Format Requirements XX/XX/XXXX End Date (Optional): SAVE & CLOSE Close >

Lists may take up to a few hours to be processed and become Active for selection in a campaign.

For help, contact a representative at PHQ:



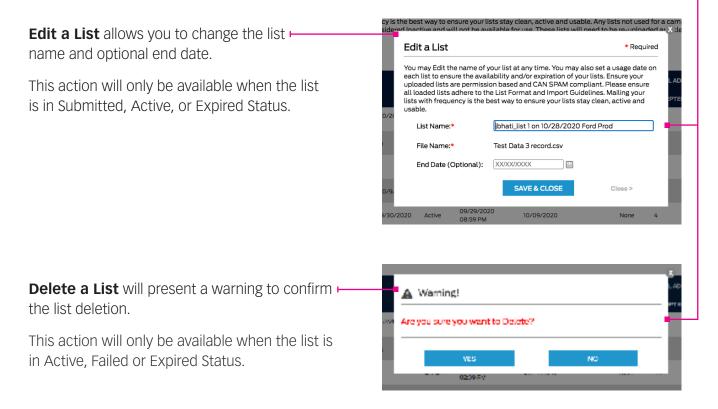
Manage and grow your email subscriber list with our list upload tool. Click on the Add New button to upload a list of opted in subscribers.

E List Management

Actions

Uploaded lists displayed allow you to choose actions to take on each list via a drop down menu.

show	10 Y Rows				Add New List +				
D	LIST NAME	STATUS	VUPLOAD DATE	LAST USED DATE	END DATE	EMAIL ADDF ACCEPTED		INT ACTIONS	
21104	jbhati_list1 on 10/28/2020 Ford Pr	Active	10/27/2020 08:32 PM	None	None	3	1	Select ¥	
20924	BD Ford 101520	Active	10/15/2020 03:53 PM	None	None	5	з	Select ¥	
20869	Towne_Mach E	Active	10/12/2020 02:39 PM	10/13/2020	None	89	67	Select ¥	
20820	jbhati_list 1 on 10/9/2020	Active	10/09/2020 02:51 AM	10/27/2020	None	4	2	Select ¥	
20679	jbhati_list1 on 9/30/2020	Active	09/29/2020 08:59 PM	10/09/2020	None	4	z	Select ¥	
20190	Labor Day sales 2	Active	09/04/2020 09:58 AM	09/05/2020	None	4023	2161	Select 🛩	
20189	Labor Day sales	Active	09/04/2020 09:56 AM	09/05/2020	None	7066	3627	Select 🛩	
19758	BD QA	Failed	08/07/2020 09:48 PM	None	None	5	0	Select ¥	
19757	eBuilders Team	Failed	08/07/2020 09:47 PM	None	None	13	0	Select ¥	
19753	BD Emails 080720	Active	08/07/2020 02:44 PM	None	None	4	1	Select ~	



For help, contact a representative at PHQ:



ConsumerConnection+ Condo - LINCOLN - Quick Lane **Selecting Uploaded Lists** HOME CAMPAIGNS V REPORTS V LIST MANAGEMENT HELP Email or Call (866) 777-0389 Campaign List Selection | Select your target audience. Approved uploaded lists can be selected by Note: If you do not see selections that match your needs, please click on the Help tab for more information on having custom content loaded. DATA SELECTION SOURCE | Select yo clicking the Select My Lists button in step 3, Data Source: Customers from DMS Campaign List Selection. Leads 0 Mile Radius from Dealer All X Click the **check box** on the left of each row List Library or click the check box in the column header to Your List Library contains your previously uploaded lists. These lists have been through Four task Library contains your previously opucated tasks. These tasks have been timbog as cleansing and hygiene process to provide optimal delivery. Check the list(s) you would like to use and click Save and Continue. Mailing your lists with frequency is the best way to ensure your lists stay clean, active and usable. To upload or manage your lists, click on the List Management Tab located in the Menu bar. select/deselect all lists. Clicking the Save & Continue button -LIST NAME UPLOAD DATE▼ LAST USED DATE completes your selection and returns you to jbhati_list 1 on 10/28/2020 Ford Prod 10/27/2020 BD Ford 101520 10/15/2020 None Step 3 for completion. Towne_Mach E 10/12/2020 10/13/2020 jbhati_list 1 on 10/9/2020 10/09/2020 10/27/2020 bhati_list1 on 9/30/2020 09/29/2020 10/09/2020 Labor Day sales 2 09/04/2020 09/05/2020 Labor Day sales 09/04/2020 09/05/2020 BD Emails 080720 08/07/2020 None Note: Only active lists will display in this library Urban 0297 04/23/2020 None TestList_CC_03222020 03/22/2020 None to select from. BD Test Ford with Hyundai CCPA 01/13/2020 None jbhati_list 1 on 1/13/2020 03/23/2020 01/12/2020 SAVE & CONTINUE Close >

For help, contact a representative at PHQ:



Instant Campaigns

Instant Campaigns Allow You to Submit a Campaign in Just Seconds.

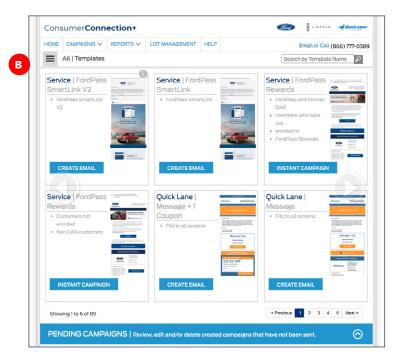
With Instant Campaigns, users can quickly choose a template with all information and variables prefilled. They come in handy for users who don't feel the need to go through the regular four-step process while still allowing for the modification of any of the four steps.

Select **Instant** (A) Campaigns In the secondary navigation menu to display all of the Instant Campaigns available.

Instant Campaigns can be **browsed B** in the template gallery.

Clicking a thumbnail image in the template gallery displays a **full-size preview**.

HOME		REPORTS V	LIST MANAGEMENT	HELP	Email or Call (866) 777-038
	Showcased Te	emplates			Search by Template Name
Terr	nplate Options	co		м	essage Board Updated Reporting
All		20			
Sho	owcased		A		
Ser		P			Now Available!
	es & Service ssage				Updated
CO	VID-19 Message		Al-New 2021 Bronco a Legend Has Returned. arve Your Bronco Today!		Campaign Reporting The updated dashboard design features a
1	& Match ant Campaigns	freque of	represent and half to valuation. Here is pure character to to the field is appointed for all one 2021 And Barras. Insuit - search gate Brown or Brown Sport Solar.		single screen of summarized metrics along with reduced page load times for a better user experience.
	vsletter		Old Hard & manue your Rows Sport sources are used and please content on testing		Take a look under the Reports tab in the top nov! Check out metrics such as:
			Wettyn Turkey		Sales & Service Scruce Ust Performance Domain Performance
CRE	EATE EMAIL		We Look Forward To Seeing You		Response Rate & ROI Weekly Performance
		•	WINETOWN/NOR downer The F 2005 Sector Sector Real Net / F 2005 Sector Park, Sector Real Net / F 2005		
		II - I	• • • • • • • • •		SEE MY REPORTS
-					





For help, contact a representative at PHQ:



Instant Campaigns (cont.)

Modify and Schedule Instant Campaign Template

When an instant campaign is chosen, an overlay displays a brief summary (A) of the selected Instant Campaign.

Links to the four segments ^B that make up the campaign allow the user to edit contents.

Scheduled delivery date is entered in the date field and submitted by clicking on the "**Submit"** button.

After clicking **Submit**, A final campaign confirmation window is displayed. D There's nothing more to do but quickly create more campaigns. Congratulations!

Campaign Name:	Service FordPass Rewards instant email campaign_12136 Provide the second of the second
Email Subject Line:	See what's possible with FordPass Rewards TM
Pre-header Text:	Join FordPass Rewards™ and earn valuable Points. View more >>
Email List:	All Available Customer Email Addresses
Modify Campaign	
	Modify any of the four segments that make up the campaign.
Veu ese alvia	MODIFY DEALER DETAILS MODIFY OFFERS
You can skip this step if you are satisfied with	Customize subject line, pre-header text, Customize contents of the campaign sales images, dealership information, and more. and service offers.
the campaign.	MODIFY LIST REVIEW SUMMARY
	Edit, import, and filter your list of email Review and send a test email of the campaign.
Schedule Campaign	
Select a date and click "Subm	it" to schedule vour campaign.
*Required	SUBMIT Close >
Note: Some dates may not be	available if a campaign has been sent within the last 24 hours.
IMPORTANT: You cannot mak	e edits after you click "Submit". Your email will be sent IMMEDIATELY, unless you choose a future

Campaign Confirmation Congratulations!		
íou h	ave successfully submitted your email.	
		Close >

For help, contact a representative at PHQ: