

# ConsumerConnection+

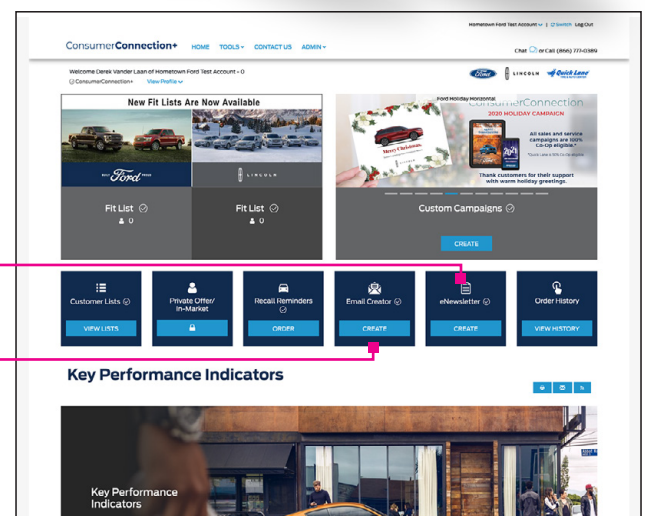
## Create and Distribute Meaningful Content to Your Customers



### Welcome to the new eNewsletter Creator, FordDirect's on-demand newsletter builder.

Through the Dealer Portal, Dealers enrolled in ConsumerConnection Gold may access the eNewsletter Creator by clicking the **"eNewsletter"** button.

Dealers enrolled in Gold may also access eNewsletter templates through Email Creator by clicking the **Email Creator** button.

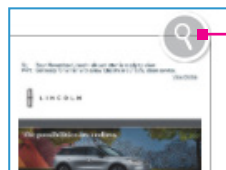
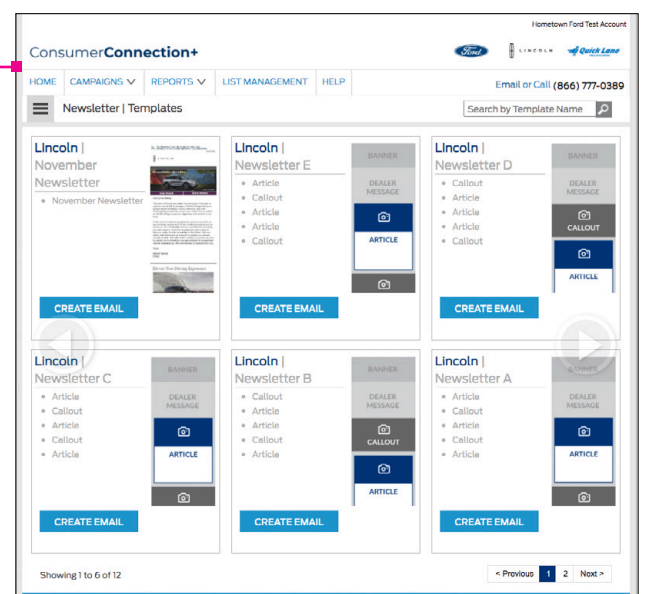


A new window or browser tab will open, presenting the **Dashboard page** for the new eNewsletter Creator application.

The newsletter template options are displayed with brief descriptions and preview images.

Hovering the mouse over a preview image displays a **magnify icon** indicating that the image may be clicked on for a full-size preview.

Select a newsletter template by clicking the **"Create Email"** button on your template choice.



## Step 1

Enter your newsletter campaign information and **select** the top banner image for your newsletter.

Select your banner image in the gallery, or use the **keyword search** feature to filter through possible selections.

Continue down the screen to add/edit Dealer information.

(note: previously saved Dealer information will appear throughout this process; you will not have to re-enter information).

After all of the required information has been provided, click the **"Save & Continue"** button to move on to Step 2.

**SAVE & CONTINUE**

**For help, contact a representative at PHQ:**

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

## Step 2

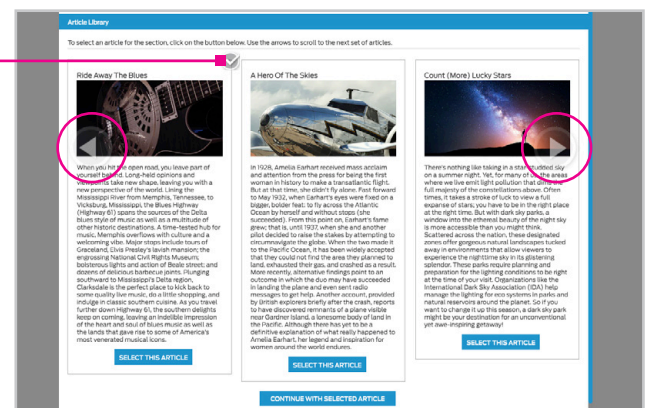
In the newsletter creation section, you may **browse and select articles**, or **write your own**.

The screenshot shows the 'Campaign Offers' section of the ConsumerConnection+ interface. It includes a navigation bar with 'HOME', 'CAMPAIGNS', 'REPORTS', 'LIST MANAGEMENT', and 'HELP'. Below the navigation bar, there's a 'Campaign Offers' section with a 'CREATE CAMPAIGN OFFERS' button and a 'PREVIEW' button. The form fields include 'Campaign Name' (test), 'Campaign Offer No.' (1), 'Article' (with 'CHANGE ARTICLE' and 'WRITE YOUR OWN' buttons), 'Article Headline\*', and 'Article Image\*'. A note at the bottom states: 'Recommended image dimensions: 600 pixels wide and 400 pixels high.'

When writing your own article, you may also upload your own image. The **preferred image size** of 600px wide and 400px high is displayed for reference. Images that are smaller than 600px width and 300px height will not upload and you will be presented with a pop-up message. In case you do not have the ability to edit your article image, it will be proportionately scaled to fit 600px wide (as long as it is larger than 600px wide).

This screenshot shows the 'Article Image\*' field with a detailed instruction: 'Recommended image dimensions: 600 pixels wide and 400 pixels high. Images must be a minimum of 600 pixels in width and 300 pixels in height.' Below the instruction is an 'IMPORT IMAGE' button. The 'Article Text\*' field is also visible, showing a rich text editor with various formatting options.

Clicking "Change Article" will bring up the Article Library where you can browse back and forth via the **arrow buttons** (same as on the creative library for selecting campaign images). Selected articles will display a **checkmark**, as shown in the image to the right.



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Clicking the **"Continue with Selected Article"** button takes you to the full article which can be amended. Buttons at the top let you choose a different article or write your own.

The **article editor** allows you to write, format and spell check your article contents.

Similar to article images, you can select article callouts via the **callout library**.

Articles and callouts that are completed will display as green with a checkmark next to it in the offers status bar.

CREATE CAMPAIGN OFFERS Article ✓ | Callout ✓ | Article ✓ | Callout ✓ | Article ✓ |

PREVIEW

When all offers are complete, the **Preview** button becomes active to view the newsletter in a popup window.

Once all articles and callouts are selected and complete, you can click on **"Save & Continue"** to move on to the newsletter list selection.

SAVE & CONTINUE

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## Step 3

In this step, you will select your target audience.

Click the **downturned arrows** in each section header to filter your target audience.

ConsumerConnection+

HOME CAMPAIGNS REPORTS LIST MANAGEMENT HELP Email or Call (866) 777-0389

Campaign List Selection | Select your target audience. Required

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 your target audience**

Data Source: ☒ Customers from DMS ☐ Leads ☐ List Library **SELECT MY LISTS**

Mile Radius from Dealer: All

**CUSTOMER VEHICLE CRITERIA | Make/Model/Model Year/Mileage**

Make: All Model: All Year From: Year To: Min Mileage: Max Mileage

**FUEL TYPES**

**SALES & SERVICE CRITERIA | Narrow your target audience to include/exclude customers based on selected sales and/or service history.**

**QUICK LANE TARGETING | Quick Lane vehicles included by default - use options to exclude or only target Quick Lane vehicles.**

**LEADS | Sales & Service**

**COUNT CALCULATION | Note: Count based on selected criteria with a valid email address only. Must click Calculate Now to proceed.**

Count for above criteria: (This is required) **CALCULATE NOW!** Total: XXX,XXX

< Previous **SAVE & CONTINUE** **SAVE & CLOSE** Close >

Note: Click "Save & Continue" to save your information and move onto the next step of building your email. Click "Save & Close" if you want to save your progress and come back later to continue building your email. Click "Close >" to exit the Campaign Creator without saving your information.

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When all audience filters are selected, click the **"Calculate Now!"** button to compute and display the number of valid email addresses based on your list selection criteria.

When you have built your target audience, click the **"Save & Continue"** button to go to the last step.

**LEADS | Sales & Service**

**COUNT CALCULATION | Note: Count based on selected criteria with a valid email address only. Must click Calculate Now to proceed.**

Count for above criteria: (This is required) **CALCULATE NOW!** Total: XXX,XXX

< Previous **SAVE & CONTINUE** **SAVE & CLOSE** Close >

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## Step 4

In Step 4, you will be presented with a **campaign summary**.

Displayed is a read-only summary of your input and selections. You can edit contents of a section by clicking on the **"Edit>"** link in its header bar.



ConsumerConnection+ HOME CAMPAIGNS REPORTS LIST MANAGEMENT HELP Email or Call (866) 777-0389

**Campaign Summary** \* Required

**CAMPAIGN INFORMATION** Preview > | Edit > |

Campaign Name: test  
 Email Subject Line: Your November Lincoln eNewsletter is ready to view  
 Pre-header Text: Prepare for winter with a new Lincoln or our safe, clean service.  
 Email Message: The start of November marks the last days of the year to explore natural fall 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.  
 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 experiences and is here to help you enjoy Lincoln ownership to the fullest. Visit our clean, safe showroom or website to explore our newest Lincoln models. And with winter coming up quickly, be sure to contact us to schedule your appointment for exceptional vehicle maintenance. We look forward to hearing from you.  
 Yours,  
 [Dealer Name]  
 [Title]  
 Campaign Banner Image: Possibilities.jpg

**DEALERSHIP INFORMATION** Edit > |

**HOURS** Edit > |

**ARTICLE** Edit > |

**CALLOUT** Edit > |

**ARTICLE** Edit > |

**CALLOUT** Edit > |

**ARTICLE** Edit > |

**LIST SELECTION CRITERIA** Edit > |

**SEED LIST** | Please DO NOT click through the seed emails as this will skew tracking reports.

Clicking on the **"Preview>"** text link in the top header bar brings up a full-sized preview over the summary page.



**CAMPAIGN INFORMATION** Preview > | Edit > |

Campaign Name: test  
 Email Subject Line: Your November Lincoln eNewsletter is ready to view  
 Pre-header Text: Prepare for winter with a new Lincoln or our safe, clean service.  
 Email Message: The start of November marks the last days of the year to explore natural fall 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.  
 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 experiences and is here to help you enjoy Lincoln ownership to the fullest. Visit our clean, safe showroom or website to explore our newest Lincoln models. And with winter coming up quickly, be sure to contact us to schedule your appointment for exceptional vehicle maintenance. We look forward to hearing from you.  
 Yours,  
 [Dealer Name]  
 [Title]  
 Campaign Banner Image: Possibilities.jpg

**DEALERSHIP INFORMATION** Edit > |

**HOURS** Edit > |

**ARTICLE** Edit > |

**CALLOUT** Edit > |

**ARTICLE** Edit > |

**CALLOUT** Edit > |

**ARTICLE** Edit > |

**LIST SELECTION CRITERIA** Edit > |

**SEED LIST** | Please DO NOT click through the seed emails as this will skew tracking reports.

**Preview**

Discover new worlds of technology from Ford. View Online

**THE MORE THE MERRIER**  
 Room for seven passengers. 2017 FUSION

[Dealer Website](#) [Search Inventory](#)

Dear First Name,  
 Dear Customer:  
 Check out latest the latest articles from Ford. These include lifestyle and seasonal articles.  
 Thanks,  
 Bob Ford  
 Service Manager

**2017 Fusion: All Hands on Tech**

One of the exciting revelations offered by the 2017 Fusion is its all-out embrace of Ford's available tech arsenal. Now

A seed list contact will be added to the bottom of the email below. You can add up to 20 recipients. Add yourself to the list

FIRST NAME	LAST NAME	EMAIL	
Samantha	Smith	smith2134@gmail.com	<span></span>
David	Duncan	ddcanbfan22@aol.com	<span></span>
Amnon	Amos	anonamos@gmail.com	<span></span>

[Add New Seed](#)

**TEST CAMPAIGN** | Send yourself a live preview of this email before you send it to customers

For help, contact a representative at PHQ:

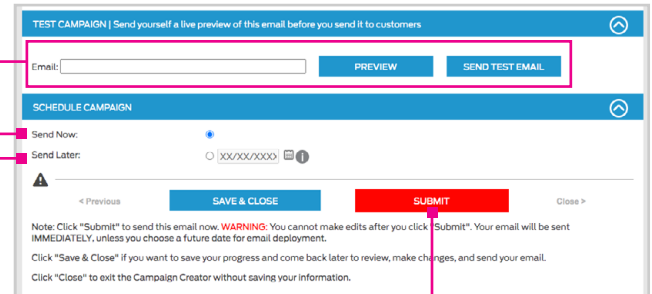
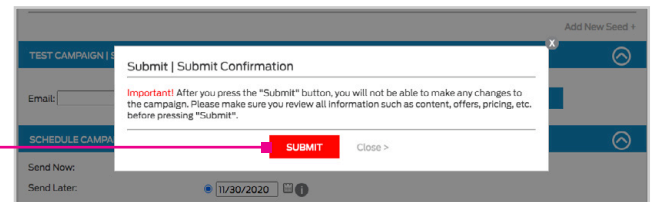
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After reviewing the summary information, you may **Preview** or **Send Test Email** to an entered email address.

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 confirmation pop-up window will appear. Click **"Submit"** to send or schedule your campaign.

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



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