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**Nissan North America and eshots Announce Five-Year Partnership to
Drive Consumer Targeting Through Experiential Marketing Data Management**

CHICAGO, Ill.— As Nissan North America expands its usage of insights to make more informed marketing decisions, eshots is excited to announce a five-year partnership with the brand to deploy its platform of experiential marketing data management and insights tools.

“We’re at a critical time in the automotive industry where investing in the right auto shows and consumer experiences can have significant impact on our organization’s growth,” said Casey Kilmer, Manager of Auto Shows and LIVE Events for Nissan North America. “We are excited to deploy the eshots platform so that experiential marketing performance can be articulated with first hand data, comparable to digital marketing or sales.”

Using the eshots platform, Nissan North America will be able to evaluate consumer preferences, better understand consumer purchasing decision timeframes, and measure overall product demand using data that is captured at its auto show events. The ability to identify and accurately measure key consumer trends gives Nissan North America the valuable insights needed to make challenging decisions, and it can also reveal trends that were previously unknown.

“Based on our trials of eshots’ platform, the ability to interrogate data has been eye opening. We have gained a much more meaningful understanding about our customers, in addition to capturing key data points that will drive vehicle sales.” added Kilmer.

The partnership includes QuickCapture, eshots’ purpose-built data capture app that securely collects consumer information at Nissan North America’s auto show displays. To illustrate the meaning of this data and uncover insights, eshots’ Event Intelligence platform will deliver advanced analytics. The combination of these two flagship eshots’ technologies will allow Nissan North America to go beyond standard traffic measurement and truly understand how the marketplace is responding to the brand.

As the partnership advances and more complete consumer profiles are nurtured in the eshots platform, Nissan North America will be able to tailor its marketplace outreach, ensuring its targeting efforts are customized and

relevant for the consumers who receive them. This approach supports Nissan North America's strategy to convert more of its auto show attendees into customers, further attributing the auto show environment as an important platform for driving brand engagement.

"We're excited to work with Nissan again," said Craig Steensma, Founder and CEO of eshots. "Their goals of using real auto show performance data to drive business decisions and identify opportunities align perfectly with how we deliver experiential strategy and data governance for our clients."

To learn more about eshots, please visit eshots.com or email info@eshots.com.

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About eshots, Inc.

eshots' event marketing data capture methodologies allow its clients to better target attendees so they turn into customers. We combine a team of experiential marketing strategists with a suite of proprietary data capture apps and measurement platforms to deliver event insights. Using these data sources, clients are able to improve their event experience, better target consumers, and demonstrate the impact of an event on their organization. We are proud to have some of the most respected enterprise brands as clients, including Fiat Chrysler, Ford, Mercedes-Benz, the U.S. Air Force, and American Family Insurance, to name a few. In 2017, eshots helped its clients capture 3 million consumer leads from over 25,000 event days.

About Nissan North America

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized annually by the U.S. Environmental Protection Agency as an ENERGY STAR® Partner of the Year since 2010. More information on Nissan in North America and the complete line of Nissan and INFINITI vehicles can be found online at www.nissanusa.com and www.infiniti.com, or visit the U.S. media sites nissannews.com and infinitinews.com.

About Nissan Motor Co.

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal year 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, INFINITI and Datsun brands. Nissan leads the world in zero-emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle. It is the best-selling EV in history with almost 50% share of the zero-emission vehicle segment. For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>.