

Success Story

National Automotive Repair Retailer



Company Profile

1. Operating nearly 1,000 Retail locations & Growing
2. Retail locations focused within United States
3. Primary Focus: General Service Repair & Tire Sales



Business Situation



1. Looking for opportunities to increase in-store traffic and comp sales within existing locations
2. Had been utilizing Mass Media and Broadcast tactics for years, but TV & Radio weren't giving them the results needed to grow the business
3. Actively looking for marketing tactics to drive traffic and sales that could be tracked and analyzed
4. Searching for a Partner to drive return on their marketing investment through guidance and consultation

Solution

1. UpSwell built a comprehensive targeted Direct Response program that utilized Direct Mail and Data Driven targeting

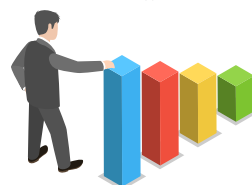


2. The Formula was simple, we need to TARGET...

The Right People at the Right Time with the Right Offers

3. Through analyzing the clients customer database, UpSwell able to identify the best potential customers to target. This process would not only focus within the areas that are currently driving the best customers, but also increase response/acquisition rate along with ROI

4. UpSwell utilized multiple tools including our Targeted Market Analysis and Penetration Reporting to optimize the dollars invested into the campaigns



Results

1. The campaigns were an immediate success!
2. Within days of the initial campaign launch, the retailer was able to significantly impact traffic while increasing same store sales.
3. Since the initial launch (years ago), we have targeted over 150 million impressions and generated over 1.5 million customer visits
4. From a data perspective the program has performed well above industry average (Industry Average = .5%)

Customer Acquisition
1.1%

Return on Lifetime Investment
6 to 1