

DATABASE MARKETING

Using your customer data,* a comprehensive messaging campaign will target existing customers and motivate them to keep your business top of mind when they are in need of tires and service. Both direct mail and email communications are sent to customers with messaging specific to each group's situation.

BENEFITS:

- Fully automated program
- Automatically eliminates any undeliverable email and physical addresses

INFORMATION AND ASSISTANCE:

Please contact any of these preferred providers:



*Prior to contacting a consumer via direct mail, you must obtain their permission or consent to send them promotional pieces. You must also comply with all laws and regulations related to personal identifiable information.