Keep Customers Coming Back. Again... And Again...

exact
Marketing Services

www.sendexact.com
EASY TO USE • SELF RUNNING • WEEKLY CAMPAIGNS

What is eXact?
In today’s competitive environment it is essential to be a smart marketer if you want to succeed. And marketing is NOT something you can do once-in-a-while and expect to out pace the competition down the street. You must stay engaged with your customers if you expect to RETAIN them over the long haul. Success in the Fast Lube industry is defined by your ability to KEEP CUSTOMERS and increase the FREQUENCY of their visits on an annual basis. WorkflowOne developed the eXact Reminder Card system specifically for Quick Lube Installers so you can easily execute direct marketing campaigns EVERY WEEK, all year long.

What is the most effective use of my marketing dollars?
Research shows it’s up to 12 times less expensive to retain an existing customer than to obtain a new one. And when prompted at the right time with the right offer, customers will respond up to 30% faster than when NOT prompted. Think about that...even if you bring in plenty of NEW customers every month, you are spinning your wheels if you aren’t doing a good job of keeping existing customers from slipping out the back door. In addition, you’re wasting precious dollars on expensive NEW customer advertising which can be catastrophic for any small business.

The eXact Reminder Card system is the most effective way to:
1) Keep Your Customers
2) Bring Them Back to Your Bay Sooner!

eXact is an AUTOMATED SYSTEM which saves you the hassle of having to print and mail reminder cards yourself. With a few simple clicks of your mouse, you can choose postcard styles & mailing options. Each campaign can be set up in 10 minutes or less and will continue to mail EVERY WEEK until you decide to change or stop it.

How will eXact help my business grow?
Customer Retention - eXact offers the most comprehensive, hassle free online reminder card program. You customize the card, start the campaign and the system will automatically mail to the appropriate customers every week based on their vehicle service history.

Increase Customer Frequency - eXact results show an increase of up to 1 additional visit per vehicle per year. Most eXact users experience an 8% to 15% improvement in customer retention and their customers are returning 25% sooner. Also see the 90 day/3,000 mile case study on back.

Increase Revenue - One additional visit for 3,000 customers with a $30 ticket average is an additional $90,000 per year.

Increase Ticket Average - eXact’s superior data analytics will help you utilize your customer database to generate more business from your current customers.

Address Cleaning, Correction & Notification - On average, 17% of customer addresses entered are invalid and undeliverable. eXact will help clean up your invalid addresses, significantly increasing annual revenue. Ask us how!

eXact Features & Benefits
• 24/7 Online Access
• Campaigns mailed based on anticipated mileage intervals, not just days!
• Self Running, Weekly Mailings
• Unlimited Campaigns
• Address Validation
• Superior Analytics & Reporting
• 90-Day Reminders, Late Notice Reminders: 120, 150, 180, 360 days
• Lost Customer Recovery Campaigns
Online Campaign Setup & Reporting

How does eXact work?
1. **POS Data** - eXact receives data from your POS system every night.
2. **LOGIN** - You access the eXact website (www.sendeXact.com)
4. **Print Preview** - Review and approve a proof of the card for each campaign.
5. **Weekly Mailing** - Cards are mailed every week to the appropriate customers based on your campaign criteria.
6. **Data & Analysis** - eXact tracks those consumers that return to your store(s) via the POS data it receives.

Pricing & Participation

- **NO startup fees, monthly or annual service fees!**
- **NO commitment!**
- **42¢ per reminder card including postage**

*Pricing subject to change based on U.S. postage rate increases. Some POS providers may require additional fees for data support.

How do I Sign Up? Easy...
Call 866-222-1015
You could be setup and mailing this week!

Additional Services...

WorkflowOne is a leading supplier of forms & labels for the Fast Lube industry. Call us today for an estimate!

- **Stock Forms** - Laser & continuous invoices
- **Custom Forms** - Your logo, message, coupons & more
- **Stock Thermal Labels** - Generic & various oil brands
- **Custom Thermal Labels** - Your logo, coupons & cross marketing
How can a 90-Day/3,000 mile reminder campaign impact your business?

INCREASE CUSTOMER FREQUENCY
Customers mailed respond 20% earlier than customers not mailed as measured from the previous invoice date.

INCREASE CUSTOMER RESPONSE RATE
Customers mailed are 2 times more likely to respond than customers not mailed.

INCREASE CUMULATIVE CUSTOMER FREQUENCY
Based on average days between visits, customers mailed return 4.81 times per year versus 3.55 times per year for customers not mailed. That’s 1.26 additional visits per year.

Customer Response Rate & Frequency

Cumulative Customer Frequency

More customers return when mailed than when not mailed.

Supporting Data:

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