

How Tread Helped Ulmer's Auto Care  
get **4,306% ROI** in 30  
days with one campaign



**61**  
CUSTOMERS  
won back



**\$557.65**  
AVERAGE  
repair order



**8.71%**  
WIN-BACK  
rate for lost customers

## See what we can do for you

No other agency gets **auto & marketing** like we do



I have worked with Tread for several years now... I have  
been very impressed along the way.

*I always feel like a priority...In a year that has certainly challenged us all, I believe  
that my partnership with Tread is big reason why we are still in growth mode in  
2020!*

**- BRYAN KAUFFELD**  
ULMER'S AUTO CARE, VICE PRESIDENT



# The Challenge

For more than 80 years, Ulmer's Auto Care Center has been providing a wide range of automotive repair and maintenance services in Milford and Anderson, OH. In February 2018, Tread was provided a list of 700 customers who had not returned in over a year. We were asked to digitally re-engage these valuable former customers.



The Solution: Tie back addresses in the list to an IP address and target those household IP addresses with a win-back offer.

## Problems:

❗ Over 700 customers had not returned in over a year

❗ Lack of digital strategy had led to a very faint digital pulse

## Results:

- ✅ Within just 30 days of the campaign's start, we saw **61 customers** who brought in **\$34,017 in revenue** — a campaign **ROI of 4,306%**.
- ✅ Ulmer's has opened a **third location** in Kentucky, just outside of Cincinnati, and opened an ADAS Calibration Center.
- ✅ The implementation of Tread's digital strategy **increased Ulmer's engagement** on Google My Business by **136%**.
- ✅ Ulmer's **continues to see digital growth** year after year throughout their partnership with Tread.

# How we did it

Despite low expectations for this list of missing customers, we were able to craft an offer along with an IP targeting campaign to drive cars back into the bays. We focused on an awareness play to digitally get in front of these former customers on a frequent basis.



*I had a chance to work with Neal directly on a few projects this year and his ability to get me to “think outside the box” and really bring to light some very innovative ways to capture existing, lost and new customers through various digital marketing strategies has helped my business immensely.*



## Winning Customers Back

Contrary to our client’s expectations, we were able to recapture 61 customers off of their win-back list. In line with our prediction, even though 61 of these customers returned for service, none of them redeemed the coupon — effectively saving Ulmer’s \$3,050.

***Within just 30 days of the campaign’s start, we saw 61 customers who brought in \$34,017 in revenue — a campaign ROI of 4,306%.***



## Continued Growth

Over the years of working with Tread, Ulmer’s has opened a **third location** in Kentucky, just outside of Cincinnati, and opened an ADAS Calibration Center that works with other local shops.



*In a year that has certainly challenged us all, I believe that my partnership with Tread is big reason why we are still in growth mode in 2020!*



# Who is Tread?

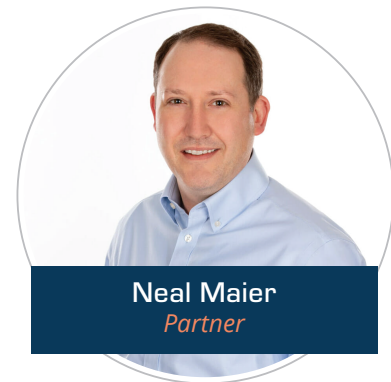
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## Marketing & Auto Industry Experience

Over the years that we've worked with Freddy at Action Gator Tire, we've prided ourselves on being more than just a marketing agency. Our founders worked in the industry for **over 20 years owning and running shops**, giving them the **unique insight and experience** needed to help businesses just like yours succeed.



*I have worked with Tread for several years now. We have two different websites for two separate businesses that Tread has built and manage at this time. I have been very impressed along the way.*



## Tread Loves Clients, Cars, and Conversions

We frequently consult with our clients on issues beyond just market, becoming a valued extension of the business when a problem arises. Over the years we've helped with a little bit of everything. Our clients come to us with problems, and **we solve them**.



*From the process and communication in place as the website build begins, to the weekly/monthly communication I have with Mark, my account manager, I always feel like a priority.*

