

How ReTread Generated a

1900%

Return on Ad Spend



\$209,300
REVENUE

generated from lost customers



321
CUSTOMERS

re-engaged in just 90 days



1916%
RETURN

on ad spend

See what we can do for you
No other agency gets **auto & marketing** like Tread



RETREAD

ReTread is the product of years of working to help shops target their best lost customers, generating unreal returns for a very realistic investment.

ReTread is the perfect program for busy shops with great reputations who want to work with the best customers."

- NEAL MAIER
TREAD PARTNERS



Mike Edge



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The Challenge

A Tread Partners multi-location client asked for assistance in re-engaging their lost customer base for 2022. Our Client had just wrapped up a record-setting 2021 and was searching for marketing campaigns to help ensure 2022 will exceed last year's revenue.

The logo for RETREAD, featuring the word "RETREAD" in a bold, blue, italicized sans-serif font.

Problems:

- ❗ Re-engagement, or lost customer campaigns, target your ideal customers who haven't been into a store over a defined time.
- ❗ Re-engagement campaigns typically target those with average or above-average performance.
- ❗ The value of targeting lost customers is obvious - enticing old customers who have a proven track record of profitability has a tremendous payoff.

Solutions:

- ✅ The Tread Partners team performed a customer database analysis for two of our Client's highly-successful locations.
- ✅ Tread Partners proposed an aggressive pilot project targeting these lost customers with highly creative offers based on our prior track record with our ReTread program.
- ✅ We identified multiple marketing channels for the campaign, including ***email campaigns, and direct mail postcards.***
- ✅ Targeted digital ads and The campaign run from late January 2022 through early May.

Results:

After just 90 days from initial contact with our Client's lost customers, we showed a **1,916% return on investment**. From the initial group of 2,531 missing customers, we reached 85% via targeted digital ads, emails, and direct mail.

The 90-day campaign, generated 321 returning customers who accounted for revenue of \$209,300.

An investment of \$10,900 over 90 days ultimately generated a ROAS (return on ad spend) of 19.16. Based on the long-term impact of our ReTread campaign, we anticipate the return to continue to grow in the coming months.

Location	Offer	Returning Customers	Revenue	Campaign Investment
Location 1	Offer A	60	\$72,649	
Location 1	Offer B	21	\$14,774	
Location 1 Subtotal		81	\$87,423	\$6,555.80
Location 2	Offer A	119	\$84,880	
Location 2	Offer B	121	\$36,997	
Location 2 Subtotal		240	\$121,877	\$4,370.54
TOTAL		321	\$209,300	\$10,926.34

Who is Tread?

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



"We didn't know what to expect," Freddy admits. "But Tread came up with a plan, and their rigorous process convinced us they were the right solution."



David Christopher
Partner

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.



Neal Maier
Partner



*"Tread drilled down to the core problems," Freddy says. "They pulled together all of our resources and **created a plan to support a large internet presence.**"*



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.**



*"Would I recommend working with Tread?" Freddy asks. "Well, their **customer service is great**, and our **conversion rates are almost four times higher** without any increase in cost. **I think that speaks for itself.**"*

