

WARP Drive Sign In



WARP DRIVE
WINNING ACQUISITION & RETENTION PROGRAMS

Sign In

User Id

Password

[Forgot Password](#)

[Login](#)

Your user ID is your email address.
Password – use provided default password for first login.
Change your password after first login.

WARP Drive Home Page



WARP DRIVE
WINNING ACQUISITION & RETENTION PROGRAMS

[HELP](#) | [CONTACT US](#) | [LOG OUT](#)

LIFECYCLE PROGRAMS

SPECIALTY PROGRAMS

REPORTS

HELP

Welcome Tom!

VIOC is pleased to present the new marketing portal. You can access multi-part lifecycle campaigns, recurring additional offers as well as specific email/direct mail templates.

Lifecycle Programs

Post-Visit	3 / 3	
Pre-Reminder	3 / 3	
Reminder	2 / 2	

Participation Dashboard

Enrolled	Program	Estimated Impact (OCPD) *	Additional Opportunity
✓	Lifecycle	3.9	No
✓	Facebook	0.2	No
✓	Asphalt Adventures	0.3	Yes
✓	Paid Search	2.8	Yes

*Estimated OCPD impact is based on company store results; franchisee's results may vary

Clicking on the VIOC logo in top left corner will return the user to this page at any time.

On the top right-hand corner of the screen, there are links for [HELP](#), [CONTACT US](#) and [LOG OUT](#).

[HELP](#) links to the Help Page.

[CONTACT US](#) links to the Help Page.








[LOG OUT](#) logs the user out of the WARP Drive System.

The Welcome area is on the left side under the Menu Bar.

The top of the Welcome area includes a personalized Welcome statement. The first few times a user logs in, a Getting Started video will appear under the Welcome statement to familiarize a new user with the system. After three logins, this video is replaced with a Lifecycle Program enrollment status visual.

To the right of the Welcome statement is the Participation Dashboard table. For each marketing program (Lifecycle, Facebook, Asphalt Adventure and Paid Search), the Enrolled column shows a checkmark if any of the user's stores are participating or an "X" if none of the user's stores are participating. The Estimated Impact column shows the Oil Change per Day (OCPD) value attributed to each marketing program. The Additional Opportunity column provides a comparison between the user's participation level in each program and the recommended participation level, and shows the user if they have opportunity to optimize their marketing dollars (by enrolling more stores and/or increasing spend).

Lifecycle Programs

Post-Visit	3 / 3	
Pre-Reminder	3 / 3	
Reminder	3 / 3	
Lapsed	3 / 3	
Relapsed	3 / 3	
Lost	3 / 3	
Reactivation	3 / 3	

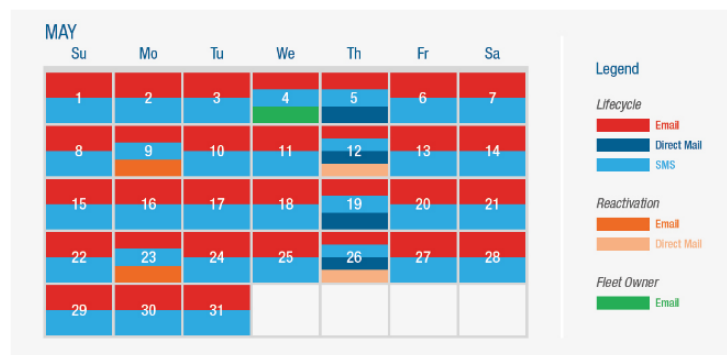
✓	Facebook	0.2	No
✓	Asphalt Adventures	0.3	Yes
✓	Paid Search	2.8	Yes

*Estimated OCPD impact is based on company store results; franchisee's results may vary

Calendar

Upcoming campaigns and in-home dates

May 2016 | June 2016



The Lifecycle Programs enrollment status is color-coded for each of the seven lifecycle marketing programs. A red/yellow/green legend is used to show how many of the user's stores participate in each of the programs.

Green = all stores are participating

Yellow = some stores are participating

Red = no stores are participating

For each Lifecycle Program, a red Edit button appears to the right of the colored participation indicator box. This Edit button links to the Program Details section of WARP Drive (details in Chapter #).

The Calendar feature is shown on the bottom right of the Home Page. It allows users to understand when their marketing communications will be delivered to customers. The Legend shows colors for each type of communication to be sent during the month, and the Calendar shows the estimated in-home dates.

Lifecycle Programs – Summary Page

LIFECYCLE PROGRAMS

SPECIALTY PROGRAMS

ON DEMAND MARKETING

REPORTS

HELP

Home > Lifecycle Programs

Lifecycle Programs

<input type="radio"/> Post-Visit	916 / 962	
<input type="radio"/> Pre-Reminder	959 / 962	
<input type="radio"/> Reminder	957 / 962	
<input checked="" type="radio"/> Lapsed	942 / 962	
<input type="radio"/> Relapsed	897 / 962	
<input type="radio"/> Lost	899 / 962	
<input type="radio"/> Reactivation	930 / 962	

Auto-Enroll Your Stores In Selected Program(s)

Unenrolled stores will be enrolled with default offers. Stores currently enrolled will retain current offers.

Program Overview

View Touch Points

The Lapsed program includes mail, email and text message communications. Note that we can only send text messages to customers who have completed the double opt-in process to enroll in this program. It goes out approximately 4.5 months after they were in for their previous oil change.

The left side of this page mimics the Lifecycle Programs enrollment status on the Home Page. This is where a user can auto-enroll stores in the default settings.

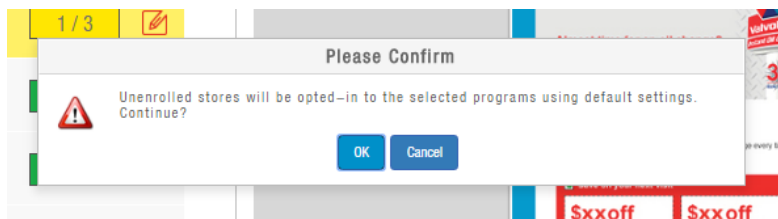
Lifecycle Programs

<input checked="" type="checkbox"/> Post-Visit	3 / 3	
<input checked="" type="checkbox"/> Pre-Reminder	1 / 3	
<input checked="" type="checkbox"/> Reminder	3 / 3	
<input checked="" type="checkbox"/> Lapsed	3 / 3	
<input checked="" type="checkbox"/> Relapsed	3 / 3	
<input checked="" type="checkbox"/> Lost	3 / 3	
<input checked="" type="checkbox"/> Reactivation	3 / 3	

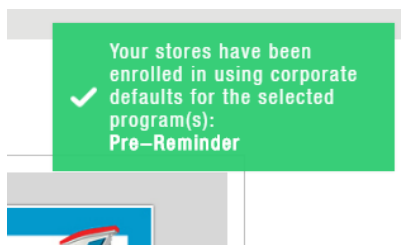
Auto-Enroll Your Stores In Selected Program(s)

Unenrolled stores will be enrolled with default offers. Stores currently enrolled will retain current offers.

Click the radio button to the left of the Lifecycle Program name to select programs for automatic enrollment. To apply these selections, click the blue “Auto-Enroll Your Stores In Selected Program(s)” button.





Click “Ok” on the pop-up box to confirm that unenrolled stores will be opted-in to the default settings. (Stores currently enrolled will retain current offer settings.)



A green alert box will appear in the upper right hand corner of the screen, confirming enrollment in the selected programs.


The right side of this page shows definitions and creative samples for each touch point of the Lifecycle Program. Hovering over the names of the Lifecycle Programs on the left side of the page will change what is displayed on both the Program Overview and the View Touch Points tabs in this section. The Program Overview tab gives a brief description of the campaign purpose and a sample image of the creative.

Program Overview		View Touch Points	
Touch	Channel	Name	Timing
 CHOICES	Email	Relapsed Email	90 Days After Due for Service
 CHOICES	Direct Mail	Relapsed Direct Mail	90 Days After Due for Service

The View Touch Points tab shows the delivery channel, campaign name and campaign timing for each touch point. Also on this tab, the Choices button will open a PDF document in a separate window, showing the different creative options for the emails, postcards and text messages.

If a user chooses not to automatically enroll all stores as described above, custom settings can be managed on the Program Details pages. For each Lifecycle Program, a red Edit button appears to the right of the colored participation indicator box. This Edit button links to the Program Details section of WARP Drive and can also be accessed from the Home Page in the same manner.

Lifecycle Programs – Program Details



WARP DRIVE
WINNING ACQUISITION & RETENTION PROGRAMS

HELP | CONTACT US | LOG OUT

LIFECYCLE PROGRAMS | SPECIALTY PROGRAMS | ON DEMAND MARKETING | REPORTS | HELP

Home > Lifecycle Programs > Reminder Program

Reminder Program

Store Filters: VALVOLINE LEX/KNOXVILLE 22 Results

Enrollment and Cost | Program Settings | Proof Settings

 View Program Summary

The Program Details pages provide users the ability to customize and save changes to enrollment and offer settings at a Company or a Marketing Area level. A detail page exists for each Lifecycle Program. Tabs on these pages are Enrollment and Cost, Program Settings, Proof Settings and Quantity Limits (for Reactivation only).

Store filters can be applied on each Program Details page in order to affect settings for a user’s selected Company or Marketing Area. For example, if a user wanted to only affect the XYZ Marketing Area with different enrollment and/or offer settings, filters can be applied to isolate and update only stores in that Marketing Area. When a user moves from one Program Details page to the next, the most recent filters used will be retained as a starting point for continued program edits.

Enrollment and Cost Tab

Store Filters: VALVOLINE LEXINGTONVILLE 22 Results

Enrollment and Cost Program Settings Proof Settings [View Program Summary](#)

Store Enrollment	Store	Email	COUNTS PER CHANNEL		Estimated Monthly Cost
Unenroll All			DM	SMS	
<input checked="" type="checkbox"/>	NORTH BROADWAY Store #040021	1813	1487	102	\$ 460.97
<input checked="" type="checkbox"/>	TATES CREEK Store #040022	1438	1127	96	\$ 349.37
<input checked="" type="checkbox"/>	RICHMOND ROAD Store #040023	610	429	34	\$ 132.99
<input checked="" type="checkbox"/>	PALOMAR CENTRE Store #040024	1191	969	94	\$ 300.39
<input checked="" type="checkbox"/>	RICHMOND ROAD 2 Store #040025	687	508	45	\$ 157.48

The Enrollment and Cost tab shows the enrollment of each store as well as the estimated counts per channel and estimated monthly cost. The Store Enrollment column provides a toggle switch to enroll or remove specific stores and an Enroll All/Unenroll All button. The Enroll All/Unenroll All button will only affect stores in the filtered list.

LIFECYCLE PROGRAMS SPECIALTY PROGRAMS ON DEMAND MARKETING REPORTS HELP

Home > Lifecycle Programs > Reminder Program

Store Filters: VALVOLINE LEXINGTONVILLE 22 Results

Enrollment and Cost Program Settings Proof Settings [View Program Summary](#)

✓ Store no longer enrolled.

Store Enrollment	Store	Email	COUNTS PER CHANNEL		Estimated Monthly Cost
Enroll All			DM	SMS	
<input type="checkbox"/>	NORTH BROADWAY Store #040021	1813	1487	102	\$ 460.97
<input type="checkbox"/>	TATES CREEK Store #040022	1438	1127	96	\$ 349.37
<input type="checkbox"/>	RICHMOND ROAD Store #040023	610	429	34	\$ 132.99
<input type="checkbox"/>	PALOMAR CENTRE Store #040024	1191	969	94	\$ 300.39

When changes are made to enrollment settings on this tab, a green alert box will appear in the upper right hand corner of the screen to confirm the changes. Estimated counts per channel are provided by store and are counts of customers eligible for contact via each campaign. The Estimated Monthly Cost column uses these counts and the cost per piece to show a total estimated cost; when there is no cost per piece, the Estimated Monthly Cost column is not shown.

Program Settings Tab

Reminder Program

Store Filters: VALVOLINE LEX/KNOXVILLE 22 Results

Enrollment and Cost Program Settings Proof Settings [View Program Summary](#)

Program Select	Store	Oil Change Offers / Service Offers	Additional Offers
<input type="radio"/>	NORTH BROADWAY Store #040021	Reminder Default Settings	VAL Adtl Offer Initial Settings
<input type="radio"/>	TATES CREEK Store #040022	Reminder Default Settings	VAL Adtl Offer Initial Settings
<input type="radio"/>	RICHMOND ROAD Store #040023	Reminder Default Settings	VAL Adtl Offer Initial Settings
<input type="radio"/>	PALOMAR CENTRE Store #040024	Reminder Default Settings	VAL Adtl Offer Initial Settings
<input type="radio"/>	RICHMOND ROAD 2 Store #040025	Reminder Default Settings	VAL Adtl Offer Initial Settings

The Program Settings tab is where users assign saved offer settings for Oil Change Offers/Service Offers or Additional Offers to a filtered list of stores.

<input checked="" type="checkbox"/>	ATHENS Store #040107	Reminder Default Settings	VAL Adtl Offer Initial Settings
<input checked="" type="checkbox"/>	FISHERS Store #040127	Reminder Default Settings	VAL Adtl Offer Initial Settings
<input checked="" type="checkbox"/>	WINCHESTER KY Store #070007	Reminder Default Settings	VAL Adtl Offer Initial Settings

Adjust 22 selected stores to use: AAX Reminder Initial Apply AAX Adtl Offer Initial Apply

The Program Select column radio buttons allow for selection of multiple stores for which the user requires a change to the saved offer settings. The Select All button enables the user to set the desired saved offer setting for every store in the list. If the user only wants to affect one store at a time, use of the radio buttons is not required; see below for offer settings selection.

Enrollment and Cost
Program Settings
Proof Settings
[View Program Summary](#)

Program Select	Store	Oil Change Offers / Service Offers	Additional Offers
<input type="radio"/> Select All	Tom T's 1st Store Store #501	TEST Reminder Initial Settings	Adtl Offer Default Settings
<input type="radio"/>	Tom T's 2nd Store Store #701	Reminder Default Settings	Adtl Offer Default Settings
<input type="radio"/>	Tom T's 3rd Store Store #941	Reminder Default Settings	Adtl Offer Default Settings

Oil Change Offers / Service Offers
[Create New](#)

Additional Offers
[Create New](#)

Reminder Default Settings
View

941 Additional Settings 1
Edit Delete

Saved offer settings will appear in the Oil Change Offers/Service Offers drop down list and the Additional Offers drop down list.

One of the saved offer setting options will always be Default Settings. These represent the settings that the Company Stores are currently using. To view these settings, click on the blue View button.

Oil Change Offers / Service Offers
[Create New](#)

Additional Offers
[Create New](#)


TEST Reminder Initial Settings
Edit Delete

941 Additional Settings 1
Edit Delete

To edit a custom offer setting that appears in the Oil Change Offers/Service Offers drop down list, select the offer from the drop down in the bottom left corner of the screen and click the blue Edit button.

To delete a custom offer setting that appears in the Oil Change Offers/Service Offers drop down list, select the offer from the drop down in the bottom left corner of the screen and click the blue Delete button.

Please Confirm


1 store(s) are using these settings and will be adjusted to use default settings. Are you sure you want to delete these settings?

OK Cancel

If a user attempts to delete a custom offer setting that is currently in use, a pop-up box will appear requiring user confirmation that the stores using this custom offer setting will now be changed to the default setting.

To create a new Oil Change Offer/Service Offer saved offer setting for selection from the Oil Change Offers/Service Offers drop down list, click the blue Create New button next to the red Oil Change Offers/Service Offers heading in the bottom left corner of the screen.

Additional Offers are managed separately from Oil Change Offers/Service Offers.

One of the saved offer setting options will always be Default Settings. These represent the settings that the Company Stores are currently using. To view these settings, click on the blue View button.

To edit a saved offer setting that appears in the Additional Offers drop down list, select the offer from the Additional Offers drop down in the bottom right corner of the screen and click the blue Edit button.

To create a new Additional Offer saved offer setting for selection from the Additional Offers drop down list, click the blue Create New button next to the red Additional Offers heading in the bottom right corner of the screen.



The Request Program Summary button on the right side of the screen provides the user with an overall view of their current program settings. See details below.

Lifecycle Programs – Create New/Edit Oil Change Offers/Service Offers for Program Settings

Home > Lifecycle Programs > Reminder Program > Create Reminder Settings

Create Reminder Settings

Settings Name *:

Email Creative *:

Direct Mail Creative *:

Discount Codes *:

Email Touch Point #1 *:

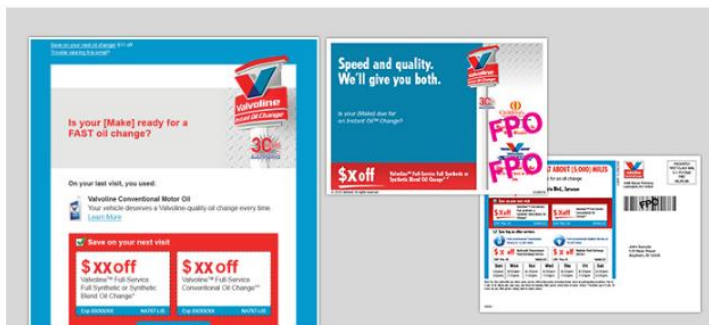
Direct Mail Touch Point #1 *:

SMS Touch Point #1 *:

Email Touch Point #2 *:

Email Touch Point #3 *:

Offer Expiration *:



The Reminder program includes mail, email and text message communications. Note that we can only send text messages to customers who have completed the double opt-in process to enroll in this program. It is sent when we think an oil change reminder is relevant, based on mileage.

Use the interface on the left to create/edit reusable settings for this program. Once created, you can apply these settings to one or more of your stores.

The Create New/Edit Oil Change Program Settings page allows users to name their offer settings, select from a drop down list of available creative versions, assign standard and high risk discount codes for each channel and touch point, and set offer expiration dates.

Create Reminder Settings

Settings Name *:

Email Creative *:

Direct Mail Creative *:

Discount Codes *: Standard Risk High Risk

Email Touch Point #1 *:




Direct Mail Touch Point #1 *:

SMS Touch Point #1 *:


Email Touch Point #2 *:

Email Touch Point #3 *:

Offer Expiration *:

Touch Point #1	Touch Point #2	Touch Point #3	
<div><div>Email</div><div></div><div>Due for Service Choices: Click here</div></div>	<div><div>Direct Mail</div><div></div><div>Due for Service Choices: Click here</div></div>	<div><div>SMS</div><div></div><div>Due for Service Choices: Click here</div></div>	
Offer 1 – Standard	\$5 off Valvoline™ Full-Service Conventional Oil Change NANA31C	\$5 off Valvoline™ Full-Service Conventional Oil Change NANA32C	\$4 off Any Valvoline™ Full-Service Oil Change NANA31G
Offer 1 – High Risk	\$9 off Valvoline™ Full-Service Conventional Oil Change NANA34C	\$9 off Valvoline™ Full-Service Conventional Oil Change NANA35C	
Offer 2 – Standard	\$7 off Valvoline™ Full-Service Full Synthetic or Synthetic Blend Oil Change NANA31C	\$7 off Valvoline™ Full-Service Full Synthetic or Synthetic Blend Oil Change NANA32C	No offer available.
Offer 2 – High Risk	\$11 off Valvoline™ Full-Service Full Synthetic or Synthetic Blend Oil Change NANA34C	\$11 off Valvoline™ Full-Service Full Synthetic or Synthetic Blend Oil Change NANA35C	
Transmission	\$10 off Automatic Transmission Fluid Exchange Service NANA34C	\$10 off Automatic Transmission Fluid Exchange Service NANA35C	\$10 off Automatic Transmission Fluid Exchange Service NANA31G
Gearbox	\$5 off Gearbox Discount NANA34C	\$5 off Gearbox Discount NANA35C	\$5 off Gearbox Discount NANA31G
Fuel System	\$10 off Fuel System Discount NANA34C	\$10 off Fuel System Discount NANA35C	\$10 off Fuel System Discount NANA31G
Radiator	\$10 off Radiator Fluid Exchange Service NANA34C	\$10 off Radiator Fluid Exchange Service NANA35C	\$10 off Radiator Fluid Exchange Service NANA31G

As discount codes are entered, the details grid on the right side of the screen is populated. If the discount code box turns green, the discount code has been verified.

 The discount code "NANA87" does not exist. Please contact Derick Brumbaugh (dnbrumbaugh@ashland.com / 859-357-7268) for assistance.

If the discount code box turns red, the discount code has not been set up by VIOC Corporate, and a red warning box appears with instructions on how to proceed. The user can view offer details (oil change and services) by channel and touch point in this grid. The user can click the blue Click Here button under each channel thumbnail to preview the PDF creative variations for each touch point also shown in the View Touch Points tab on the Program Summary page. The user must click the blue Save button in order for the Oil Change Offer/Service Offer setting to appear in the Oil Change Offers/Service Offers drop down list on the Program Settings tab.

Lifecycle Programs – Create New/Edit Additional Offers for Program Settings

Home > Lifecycle Programs > Reminder Program > Create Additional Offer

Create Additional Offer

Configure the settings below to control the offer presented within your Additional Offer.

Offer Name *:

Expiration *:

Additional Offer 1

Coupon Text *:

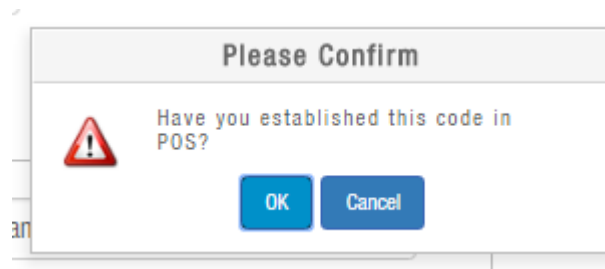
Discount Type *:

Discount Amount *:

Coupon Code *:

Save

The Create New/Edit Additional Offers Program Settings page allows users to name their offer settings, select the Additional Offer, set the discount type and amount, assign discount codes, and set offer expiration dates. The user must click the blue Save button in order for the Additional Offer setting to appear in the Additional Offers drop down list on the Program Settings tab.



Click OK on the pop-up box to confirm that the coupon code has been established in the POS system.

Content Preview Tab

Reminder Program

Store Filters: All Companies 285 Results

Enrollment and Cost

Program Settings

Proof Settings

Content Preview

040010

6110 SHEPHERDSVILLE ROAD LOUISVILLE KY 40228
502-969-6606

Hours of Operation

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Closed	Closed	Closed	Closed	Closed	Closed	Open Open

Based on a survey of over 250,000 Valvoline Instant Oil Change™ customers annually.

Easy, Speedy Service for Fleets

Includes up to 5 quarts of the oil type and grade advertised in the coupon (diesel quarts may vary; see store for details), filter (prem. extra), lube & maintenance check; plus tax, if applicable; not valid with same service offers / discounts (including fleet); see store for additional details or restrictions; good only at participating locations. No cash or credit back; cash value \$0.001.

Touch Point #1

Touch Point #2

Touch Point #3

Email

Direct Mail

SMS

Due for Service
Choices: [Click here](#)

Due for Service
Choices: [Click here](#)

Due for Service
Choices: [Click here](#)

Creative Name	BasicBlue	Stopwatch	Standard
Offer 1 – Standard	\$5 off Valvoline™ Full–Service Conventional Oil Change NANA31C (Exp 45d)	\$5 off Valvoline™ Full–Service Conventional Oil Change NANA32C (Exp 45d)	\$5 off Valvoline™ Full–Service Conventional Oil Change NANA33C (Exp 45d)
Offer 1 – High Risk	\$9 off Valvoline™ Full–Service Conventional Oil Change NANA34C (Exp 45d)	\$9 off Valvoline™ Full–Service Conventional Oil Change NANA35C (Exp 45d)	\$9 off Valvoline™ Full–Service Conventional Oil Change NANA36C (Exp 45d)
Offer 2 – Standard	\$7 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA31C (Exp 45d)	\$7 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA32C (Exp 45d)	\$7 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA33C (Exp 45d)
Offer 2 – High Risk	\$11 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA34C (Exp 45d)	\$11 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA35C (Exp 45d)	\$11 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA36C (Exp 45d)
Transmission	\$10 off Automatic Transmission Fluid Exchange Service NANA31C (Exp 45d)	\$10 off Automatic Transmission Fluid Exchange Service NANA32C (Exp 45d)	\$10 off Automatic Transmission Fluid Exchange Service NANA33C (Exp 45d)
Gearbox	\$5 off Gearbox Fluid Exchange Service NANA31C (Exp 45d)	\$5 off Gearbox Fluid Exchange Service NANA32C (Exp 45d)	\$5 off Gearbox Fluid Exchange Service NANA33C (Exp 45d)
Fuel System	\$10 off Fuel System Cleaning Service NANA31C (Exp 45d)	\$10 off Fuel System Cleaning Service NANA32C (Exp 45d)	\$10 off Fuel System Cleaning Service NANA33C (Exp 45d)
Radiator	\$10 off Radiator Fluid Exchange Service NANA31C (Exp 45d)	\$10 off Radiator Fluid Exchange Service NANA32C (Exp 45d)	\$10 off Radiator Fluid Exchange Service NANA33C (Exp 45d)

The Content Preview tab is where users can preview settings. This tab contains a dropdown menu in the upper left corner to select one store to view at a time.

Enrollment and Cost
Program Settings
Proof Settings
Content Preview

HAMILTON PLACE

2200 HAMILTON PLACE BLVD CHATTANOOGA TN 37421
423-499-0065

Hours of Operation						
Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Closed	Closed	Closed	Closed	Closed	Closed	Closed

Based on a survey of over 250,000 Valvoline Instant Oil ChangeSM customers annually.

Easy, Speedy Service for Fleets

Includes up to 5 quarts of the oil type and grade advertised in the coupon (diesel quarts may vary; see store for details), filter (prem. extra), lube & maintenance check; plus tax, if applicable; not valid with same service offers / discounts (including fleet); see store for additional details or restrictions; good only at participating locations. No cash or credit back; cash value \$0.001.

Under the dropdown selection, the store’s address, phone, and hours information is displayed. Also shown are the feature images the user has selected for the store as they will appear on the postcard or email piece. The third section displays the disclaimer that will be shown on the email or postcard. The disclaimers are standard and vary depending on whether or not the store uses 5qts or 6qts, is in a state that needs a hazardous waste disclaimer, and the type of coupon offer chosen.

If the Store Hours displayed are incorrect, the user must update the hours in the POS system and those changes will be updated and reflected in WARP Drive.

If the user would like to alter the feature image selections, please contact the Epsilon team using the Help Page contact form or phone number.

Touch Point #1

Touch Point #2

Touch Point #3

Email

Due for Service
Choices: [Click here](#)

Direct Mail




Due for Service
Choices: [Click here](#)

SMS


Due for Service
Choices: [Click here](#)

Creative Name	BasicBlue	Stopwatch	Standard
Offer 1 – Standard	\$5 off Valvoline™ Full–Service Conventional Oil Change	\$5 off Valvoline™ Full–Service Conventional Oil Change	\$5 off Valvoline™ Full–Service Conventional Oil Change
	NANA31C (Exp 45d)	NANA32C (Exp 45d)	NANA33C (Exp 45d)
Offer 1 – High Risk	\$9 off Valvoline™ Full–Service Conventional Oil Change	\$9 off Valvoline™ Full–Service Conventional Oil Change	\$9 off Valvoline™ Full–Service Conventional Oil Change
	NANA34C (Exp 45d)	NANA35C (Exp 45d)	NANA36C (Exp 45d)
Offer 2 – Standard	\$7 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change	\$7 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change	\$7 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change
	NANA31C (Exp 45d)	NANA32C (Exp 45d)	NANA33C (Exp 45d)
Offer 2 – High Risk	\$11 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change	\$11 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change	\$11 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change
	NANA34C (Exp 45d)	NANA35C (Exp 45d)	NANA36C (Exp 45d)
Transmission	\$10 off Automatic Transmission Fluid Exchange Service	\$10 off Automatic Transmission Fluid Exchange Service	\$10 off Automatic Transmission Fluid Exchange Service
	NANA31C (Exp 45d)	NANA32C (Exp 45d)	NANA33C (Exp 45d)
Gearbox	\$5 off Gearbox Fluid Exchange Service	\$5 off Gearbox Fluid Exchange Service	\$5 off Gearbox Fluid Exchange Service
	NANA31C (Exp 45d)	NANA32C (Exp 45d)	NANA33C (Exp 45d)
Fuel System	\$10 off Fuel System Cleaning Service	\$10 off Fuel System Cleaning Service	\$10 off Fuel System Cleaning Service
	NANA31C (Exp 45d)	NANA32C (Exp 45d)	NANA33C (Exp 45d)
Radiator	\$10 off Radiator Fluid Exchange Service	\$10 off Radiator Fluid Exchange Service	\$10 off Radiator Fluid Exchange Service
	NANA31C (Exp 45d)	NANA32C (Exp 45d)	NANA33C (Exp 45d)

The right side of the Content Preview Tab provides the user details about the store's offer and creative selections. There is a tab for each of the touchpoints associated with that program.

Email	Direct Mail	SMS	
			
Due for Service Choices: Click here	Due for Service Choices: Click here	Due for Service Choices: Click here	
Creative Name	BasicBlue	Stopwatch	Standard
	\$5 off Valvoline™ Full	\$5 off Valvoline™ Full	\$5 off Valvoline™ Full

On each touchpoint tab, an icon for each of the relevant channels is displayed. These thumbnail icons are generic and do not represent the users creative selections. To review creative selections, click on the blue “Choices: Click Here” link and a PDF will open up in a new window to show a generic (blank) version of the creative template chosen for that store. The names of the chosen creative templates are also displayed in the first row of the grid below, so that the user may confirm their selections.

Touch Point #1	Touch Point #2	Touch Point #3
	<p>Email</p>  <p>14 Days After Due for Service Choices: Click here</p>	
Creative Name	BasicBlue	
Offer 1 – Standard	\$5 off Valvoline™ Full–Service Conventional Oil Change NANA39G (Exp 45d)	
Offer 1 – High Risk	\$9 off Valvoline™ Full–Service Conventional Oil Change NANA48K (Exp 45d)	
Offer 2 – Standard	\$7 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA39G (Exp 45d)	
Offer 2 – High Risk	\$11 off Valvoline™ Full–Service Full Synthetic or Synthetic Blend Oil Change NANA48K (Exp 45d)	
Transmission	\$10 off Automatic Transmission Fluid Exchange Service NANA39G (Exp 45d)	
Gearbox	\$5 off Gearbox Fluid Exchange Service NANA39G (Exp 45d)	
Fuel System	\$10 off Fuel System Cleaning Service NANA39G (Exp 45d)	
Radiator	\$10 off Radiator Fluid Exchange Service NANA39G (Exp 45d)	

Also displayed in the grid is the store’s offer settings. The user can review the offer amounts, offer text, discount codes, and expiration dates for each channel and touchpoint. To change these settings, return to the Program Settings Tab (see section above) and Edit the saved offer settings for that store. Once changes are made in the Program Settings tab, they will automatically be updated here in the Content Preview tab.

Proof Settings Tab

Reminder Program

Store Filters: VALVOLINE LEX/KNOXVILLE 22 Results

Enrollment and Cost Program Settings **Proof Settings** View Program Summary

Select All	Store	PREFERENCES BY CHANNEL			Proof Recipient
		Email	DM	SMS	
<input type="radio"/>	NORTH BROADWAY Store #040021	None	None	None	Derrick Brumbaugh dbrumbaugh@ashland.com 859-625-8822 300 Mannington Ct, Richmond, KY 40475
<input type="radio"/>	TATES CREEK Store #040022	None	None	None	Derrick Brumbaugh dbrumbaugh@ashland.com 859-625-8822 300 Mannington Ct, Richmond, KY 40475
<input type="radio"/>	RICHMOND ROAD Store #040023	None	None	None	Derrick Brumbaugh dbrumbaugh@ashland.com 859-625-8822 300 Mannington Ct, Richmond, KY 40475
<input type="radio"/>	PALOMAR CENTRE Store #040024	None	None	None	Derrick Brumbaugh dbrumbaugh@ashland.com 859-625-8822 300 Mannington Ct, Richmond, KY 40475
<input type="radio"/>	RICHMOND ROAD 2 Store #040025	None	None	None	Derrick Brumbaugh dbrumbaugh@ashland.com 859-625-8822 300 Mannington Ct, Richmond, KY 40475

The Proof Settings tab is where users can set cadence for receiving proofs (seeds) for stores by channel. The Proof Recipient column has been populated with the address information provided to VIOC Corporate prior to the launch of WARP Drive. Any changes/updates to this address can be sent to Epsilon via the Contact Us form on the Help page in WARP Drive.

Quantity Limits Tab

Home > Lifecycle Programs > Reactivation Program

Reactivation Program

Store Filters: VALVOLINE LEX/KNOXVILLE 22 Results

Enrollment and Cost Program Settings Proof Settings **Quantity Limits** View Program Summary

Select All	Store	DM Monthly Limit
<input type="radio"/>	NORTH BROADWAY Store #040021	1500 <button>Apply</button>
<input type="radio"/>	TATES CREEK Store #040022	1500 <button>Apply</button>
<input type="radio"/>	RICHMOND ROAD Store #040023	1500 <button>Apply</button>
<input type="radio"/>	PALOMAR CENTRE Store #040024	1500 <button>Apply</button>
<input type="radio"/>	RICHMOND ROAD 2 Store #040025	1500 <button>Apply</button>
<input type="radio"/>	VERSAI I ES	1500 <button>Apply</button>

The Quantity Limits tab is for the Reactivation program only. On this tab, users assign monthly direct mail quantity limits to a filtered list of stores. The Select All button enables the user to set the desired quantity for every store in the list. If the user only wants to affect one store at a time, use of the radio buttons is not required. Click on the blue Apply button after any changes are made to quantities. A green alert box will appear in the upper right hand corner of the screen to confirm the changes.

Request Program Summary Button



Click on the Request Program Summary button and enter an email address for a report to be sent to. The report will be sent as an Excel document for ease of sorting and filtering. For each store the user has access to, the report will contain data by program and channel, including counts, feature images, creative templates, saved offer settings, discount codes and expiration dates. Depending on how many stores are included in the report, it may take a few minutes for the report to be generated and emailed.

Specialty Programs – Summary Page

Home > Specialty Programs

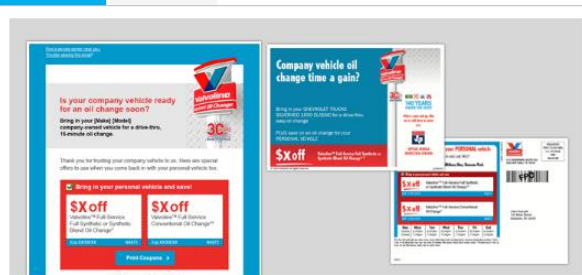
Specialty Programs

<input checked="" type="checkbox"/>	Fleet Reminder – Owner	3 / 3	
<input type="radio"/>	Fleet Reminder – Driver	2 / 3	
<input checked="" type="checkbox"/>	Fleet Lapsed – Driver	3 / 3	
<input checked="" type="checkbox"/>	Inspection Reminder	3 / 3	
<input checked="" type="checkbox"/>	Inspection Thank You	3 / 3	
<input checked="" type="checkbox"/>	Facebook	3 / 3	
<input type="radio"/>	Asphalt Adventures	2 / 3	
<input type="radio"/>	Paid Search	2 / 3	

Auto-Enroll Your Stores In Selected Program(s)

Unenrolled stores will be enrolled with default offers. Stores currently enrolled will retain current offers.

Program Overview View Touch Points



The goal of the Fleet Driver program is to drive retention of existing fleet vehicles and acquire additional personal vehicles from fleet drivers. The program includes postcards and emails to drivers with oil change reminders for their fleet vehicles, plus coupons for their personal vehicle.

The left side of this page mimics the Lifecycle Programs enrollment status. This is where a user can auto-enroll stores in the Corporate Default settings for Fleet or Inspection Programs.

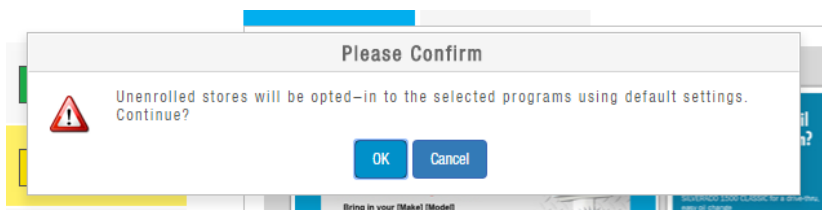
Specialty Programs

<input checked="" type="checkbox"/> Fleet Reminder – Owner	3 / 3	
<input checked="" type="checkbox"/> Fleet Reminder – Driver	2 / 3	
<input checked="" type="checkbox"/> Fleet Lapsed – Driver	3 / 3	
<input checked="" type="checkbox"/> Inspection Reminder	3 / 3	
<input checked="" type="checkbox"/> Inspection Thank You	3 / 3	
<input checked="" type="checkbox"/> Facebook	3 / 3	
<input type="checkbox"/> Asphalt Adventures	2 / 3	
<input type="checkbox"/> Paid Search	2 / 3	

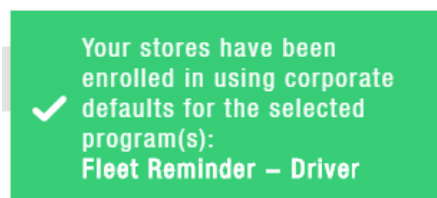
Auto-Enroll Your Stores In Selected Program(s)

Unenrolled stores will be enrolled with default offers. Stores currently enrolled will retain current offers.

Click the radio button to the left of the Fleet or Inspection Program name to select programs for automatic enrollment. To apply these selections, click the blue “Auto-Enroll Your Stores In Selected Program(s)” button.



Click “OK” on the pop-up box to confirm that unenrolled stores will be opted-in to the default settings. (Stores currently enrolled will retain current offer settings.)



A green alert box will appear in the upper right hand corner of the screen, confirming enrollment in the selected programs.

The right side of this page shows definitions and creative samples for each touch point of the Specialty Program. Hovering over the names of the Specialty Programs on the left side of the page will change what is displayed on both the Program Overview and the View Touch Points tabs in this section. The Program Overview tab gives a brief description of the campaign purpose and a sample image of the creative.

Specialty Programs

	Fleet Reminder – Owner	3 / 3	
	Fleet Reminder – Driver	3 / 3	
	Fleet Lapsed – Driver	3 / 3	
	Inspection Reminder	3 / 3	

Program Overview		View Touch Points	
Touch	Channel	Name	Timing
	Email	Lapsed – Driver	45 Days After Due for Service

The View Touch Points tab shows the delivery channel, campaign name and campaign timing for each touch point. Also on this tab, the Choices button will open a PDF document in a separate window, showing the different creative options for the emails, postcards and text messages.

If a user chooses not to automatically enroll all stores as described above, custom settings can be managed on the Program Details pages. For the Fleet and Inspection Programs, a red Edit button appears to the right of the colored participation indicator box. This Edit button links to the Program Details section of WARP Drive.

The Facebook, Asphalt Adventures and Paid Search Programs are shown on the enrollment status, but enrollment and settings management is done outside of WARP Drive. Hovering over the names of these programs will change what is displayed on both the Program Overview and View Touch Points tabs, providing more details about each of these programs and how to enroll.

Specialty Programs – Program Details

LIFECYCLE PROGRAMS
SPECIALTY PROGRAMS
ON DEMAND MARKETING
REPORTS
HELP

Home > Specialty Programs > Fleet Reminder – Owner Program

Fleet Reminder – Owner Program

Store Filters: VALVOLINE LOUISVILLE 29 Results

Enrollment and Cost
Proof Settings

View Program Summary

Store Enrollment		COUNTS PER CHANNEL	
Store		Email	
	DIXIE HWY LOUISVILLE KY Store #040002	1	
	STATE ST NEW ALBANY IN Store #040004	1	
	SHIVELY OHIO VALVOLINE	2	

The Program Details pages provide users the ability to customize and save changes to enrollment and offer settings at a Company or a Marketing Area level. Tabs on these pages are Enrollment and Cost, Program Settings and Proof Settings.

Store filters can be applied on each Program Details page in order to affect settings for a user's selected Company or Marketing Area. For example, if a user wanted to only affect the XXX Marketing Area with

different enrollment and/or offer settings, filters can be applied to isolate and update only stores in that Marketing Area. When a user moves from one Program Details page to the next, the most recent filters used will be retained as a starting point for continued program edits.

Enrollment and Cost Tab

LIFECYCLE PROGRAMS

SPECIALTY PROGRAMS

ON DEMAND MARKETING

REPORTS

HELP

Home > Specialty Programs > Fleet Reminder – Driver Program

✓ Store no longer enrolled.

Fleet Reminder – Driver Program

Store Filters: All Companies 3 Results

Enrollment and Cost

Program Settings

Proof Settings

View Program Summary

Store Enrollment	Store	COUNTS PER CHANNEL		Estimated Monthly Cost
		Email	DM	
<input checked="" type="checkbox"/>	Tom T's 1st Store Store #501	Not Available	Not Available	\$ 0.00
<input checked="" type="checkbox"/>	Tom T's 2nd Store Store #701	Not Available	Not Available	\$ 0.00
<input checked="" type="checkbox"/>	Tom T's 3rd Store Store #941	Not Available	Not Available	\$ 0.00

The Enrollment and Cost tab shows the enrollment of each store as well as the estimated counts per channel and estimated monthly cost. The Store Enrollment column provides a toggle switch to enroll or remove specific stores and an Enroll All/Unenroll All button. The Enroll All/Unenroll All button will only affect stores in the filtered list. When changes are made to enrollment settings on this tab, a green alert box will appear in the upper right hand corner of the screen to confirm the changes. Estimated counts per channel are provided by store and are counts of customers eligible for contact via each campaign. The Estimated Monthly Cost column uses these counts and the cost per piece to show a total estimated cost; when there is no cost per piece, the Estimated Monthly Cost column is not shown.

Program Settings Tab

[Home](#) > [Specialty Programs](#) > [Fleet Reminder – Driver Program](#)


Fleet Reminder – Driver Program

Store Filters: VALVOLINE LEX/KNOXVILLE 22 Results

Enrollment and Cost

Program Settings

Proof Settings

 View Program Summary

Program Select	Store	Oil Change Offers / Service Offers
<input type="radio"/>	NORTH BROADWAY Store #040021	Fleet Reminder Default Settings
<input type="radio"/>	TATES CREEK Store #040022	Fleet Reminder Default Settings
<input type="radio"/>	RICHMOND ROAD Store #040023	Fleet Reminder Default Settings
<input type="radio"/>	PALOMAR CENTRE Store #040024	Fleet Reminder Default Settings
<input type="radio"/>	RICHMOND ROAD 2 Store #040025	Fleet Reminder Default Settings

The Program Settings tab is where users assign saved offer settings for Oil Change Offers/Service Offers or Additional Offers to a filtered list of stores. The Program Select column radio buttons allow for selection of multiple stores for which the user requires a change to the saved offer settings. The Select All button enables the user to set the desired saved offer setting for every store in the list. If the user only wants to affect one store at a time, use of the radio buttons is not required; see below for offer settings selection.

For Fleet Programs, only the Oil Change Offers/Service Offers are available. For Inspection Programs, only Additional Offers are available.

Saved offer settings will appear in the Oil Change Offers/Service Offers drop down list and the Additional Offers drop down list.

One of the saved offer setting options will always be Default Settings. These represent the settings that the Company Stores are currently using. To view these settings, click on the blue View button.

To edit a custom offer setting that appears in the Oil Change Offers/Service Offers drop down list, select the offer from the drop down in the bottom left corner of the screen and click the blue Edit button.

To delete a custom offer setting that appears in the Oil Change Offers/Service Offers drop down list, select the offer from the drop down in the bottom left corner of the screen and click the blue Delete button. If a user attempts to delete a custom offer setting that is currently in use, a pop-up box will appear requiring user confirmation that the stores using this custom offer setting will now be changed to the default setting.

To create a new Oil Change Offer/Service Offer saved offer setting for selection from the Oil Change Offers/Service Offers drop down list, click the blue Create New button next to the red Oil Change Offers/Service Offers heading in the bottom left corner of the screen.

Additional Offers are managed separately from Oil Change Offers/Service Offers.

One of the saved offer setting options will always be Default Settings. These represent the settings that the Company Stores are currently using. To view these settings, click on the blue View button.

To edit a saved offer setting that appears in the Additional Offers drop down list, select the offer from the Additional Offers drop down in the bottom right corner of the screen and click the blue Edit button.

To create a new Additional Offer saved offer setting for selection from the Additional Offers drop down list, click the blue Create New button next to the red Additional Offers heading in the bottom right corner of the screen.

Up to four Additional Offers are available for Inspection Programs.

Specialty Programs – Create New/Edit Oil Change Offers/Service Offers for Program Settings

Home > Specialty Programs > Fleet Reminder – Driver Program > Create Fleet Reminder – Driver Settings

Create Fleet Reminder – Driver Settings

Settings Name *:

Email Creative *:

Direct Mail Creative *:

Discount Codes *:

Email Touch Point #1 *:

Direct Mail Touch Point #1 *:

Offer Expiration *:



The goal of the Fleet Driver program is to drive retention of existing fleet vehicles and acquire additional personal vehicles from fleet drivers. The program includes postcards and emails to drivers with oil change reminders for their fleet vehicles, plus coupons for their personal vehicle.

Use the interface on the left to create/edit reusable settings for this program. Once created, you can apply these settings to one or more of your stores.

The Create New/Edit Oil Change/Service Offers Program Settings page allows users to name their offer settings, select from a drop down list of available creative versions, assign discount codes for each channel and touch point, and set offer expiration dates.



Edit TEST Fleet Reminder Initial Settings

Settings Name *:

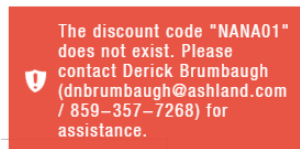
Email Creative *:

Direct Mail Creative *:

Discount Codes *:
 Email Touch Point #1 *:
 Direct Mail Touch Point #1 *:
 Offer Expiration *:

Touch Point #1		
Email		Direct Mail
		
Due for Service Choices: Click here		Due for Service Choices: Click here
Offer 1	\$4 off Valvoline™ Full-Service Conventional Oil Change NANA11G	\$4 off Valvoline™ Full-Service Conventional Oil Change NANA96F
Offer 2	\$6 off Valvoline™ Full-Service Full Synthetic or Synthetic Blend Oil Change NANA11G	\$6 off Valvoline™ Full-Service Full Synthetic or Synthetic Blend Oil Change NANA96F
Transmission	\$10 off Automatic Transmission Fluid Exchange Service NANA67F	\$10 off Automatic Transmission Fluid Exchange Service NANA46F
Gearbox	\$5 off Gearbox Discount NANA67F	\$5 off Gearbox Discount NANA46F
Fuel System	\$10 off Fuel System Discount NANA67F	\$10 off Fuel System Discount NANA46F

As discount codes are entered, the details grid on the right side of the screen is populated. If the discount code box turns green, the discount code has been verified.



If the discount code box turns red, the discount code has not been set up by VIOC Corporate, and a red warning box appears with instructions on how to proceed. The user can view offer details (oil change and services) by channel and touch point in this grid. The user can click the blue Click Here button under each channel thumbnail to preview the PDF creative variations for each touch point also shown in the View Touch Points tab on the Program Summary page. The user must click the blue Save button in order for the Oil Change Offer/Service Offer setting to appear in the Oil Change Offers/Service Offers drop down list on the Program Settings tab.

Specialty Programs – Create New/Edit Additional Offers for Program Settings

Home > Specialty Programs > Inspection Reminder Program > Edit 941 Additional Settings 3

Edit 941 Additional Settings 3

Configure the settings below to control the offer presented within your Additional Offer.

Offer Name *:

Expiration *:

Additional Offer 1	Additional Offer 2	Additional Offer 3	Additional Offer 4
<p>Coupon Text *: <input type="text" value="Any Oil Change with purchase of a Tire Rotation"/></p> <p>Discount Type *: <input type="text" value="% Off"/></p> <p>Discount Amount *: <input type="text" value="5"/></p> <p>Coupon Code *: <input type="text" value="TEST123"/></p>			

[Save](#)

The Create New/Edit Additional Offers Program Settings page allows users to name their offer settings, select the Additional Offer(s), set the discount type and amount, assign discount codes, and set offer expiration dates.

Create Additional Offer

Configure the settings below to control the offer presented within your Additional Offer.


Offer Name *:

Expiration *:

Additional Offer 1	Additional Offer 2	Additional Offer 3	Additional Offer 4
<p>Coupon Text *: <input type="text" value="Speedy Rewards Points with Oil Change Purchase"/></p> <p>Discount Type *: <input type="text" value="Speedy Rewards Points"/></p> <p>Discount Amount *: <input type="text" value="100"/></p> <p>Coupon Code *: <input type="text" value="NEW456"/></p>			

[Save](#)

Please Confirm

 Have you established this code in POS?

[OK](#) [Cancel](#)

The user must click the blue Save button in order for the Additional Offer setting(s) to appear in the Additional Offers drop down list on the Program Settings tab. Click OK on the pop-up box to confirm that the coupon code has been established in the POS system.

Proof Settings Tab

Inspection Reminder Program

Store Filters: [🔗](#) 24 Results

[Enrollment and Cost](#) [Program Settings](#) **[Proof Settings](#)** [📄 View Program Summary](#)

PREFERENCES BY CHANNEL			
Select All	Store	DM	Proof Recipient
<input type="radio"/>	ERIE Store #020002	Monthly	Derick Brumbaugh dnbrumbaugh@ashland.com 859-625-8822 300 Mannington Ct, Richmond, KY 40475
<input type="radio"/>	FAIRMONT Store #020004	Monthly	Derick Brumbaugh dnbrumbaugh@ashland.com 859-625-8822 300 Mannington Ct, Richmond, KY 40475

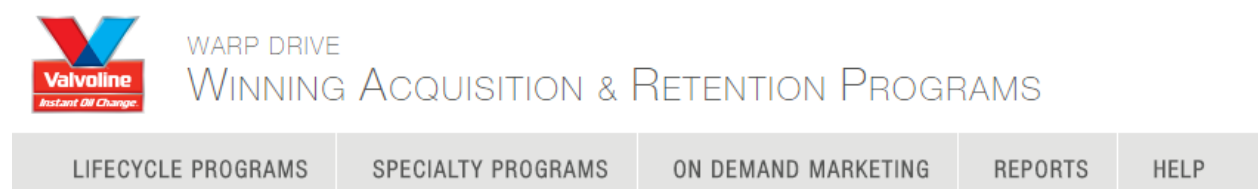
The Proof Settings tab is where users can set cadence for receiving proofs (seeds) for stores by channel. The Proof Recipient column has been populated with the address information provided to VIOC Corporate prior to the launch of WARP Drive. Any changes/updates to this address can be sent to Epsilon via the Contact Us form on the Help page in WARP Drive.

Request Program Summary Button



Click on the request Program Summary button and enter an email address for the report to be sent to. The report will be sent as an Excel document for ease of sorting and filtering. For each store the user has access to, the report will contain data by program and channel, including counts, feature images, creative templates, saved offer settings, discount codes and expiration dates. Depending on how many stores are included in the report, it may take a few minutes for the report to be generated and emailed.

Reports





SAP BusinessObjects
BI launch pad

Enter your user information, and click "Log On".
If you are unsure of your account information, contact your system administrator.

User Name:

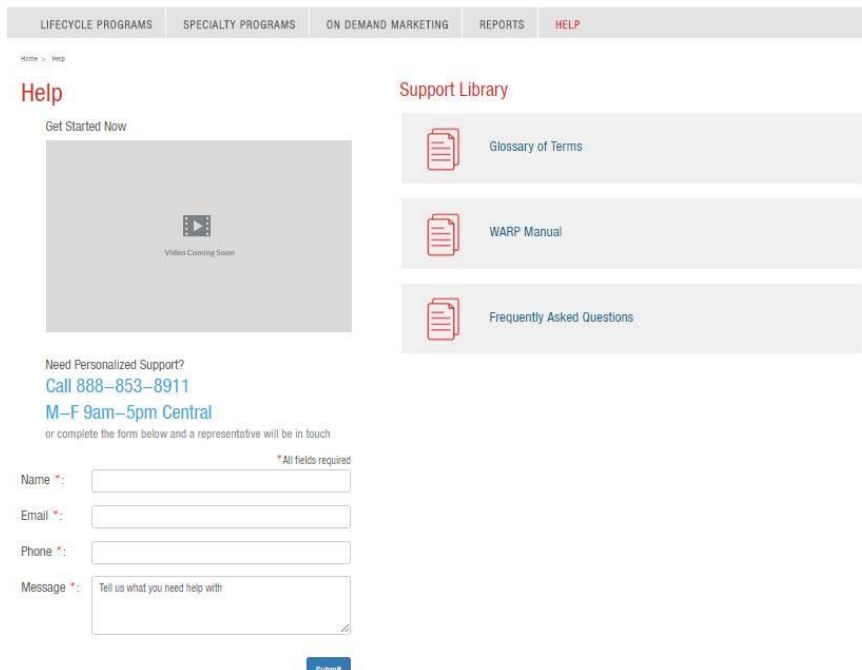
Password:

[Log On](#)

 [Help](#)

Click on the Reports button on the Menu Bar to access the Business Objects reporting tool in a new window. Only licensed users will receive login credentials. Non-licensed WARP Drive users will receive reports via email. Questions about licensing should be addressed to VIOC Corporate.

Help




LIFECYCLE PROGRAMS SPECIALTY PROGRAMS ON DEMAND MARKETING REPORTS **HELP**

[Home](#) > [help](#)

Help

Get Started Now


Video Coming Soon

Need Personalized Support?
Call 888-853-8911
M-F 9am-5pm Central
or complete the form below and a representative will be in touch

* All fields required

Name *:




Email *:

Phone *:

Message *:

[Submit](#)

Support Library

-  [Glossary of Terms](#)
-  [WARP Manual](#)
-  [Frequently Asked Questions](#)

The Help page will be updated regularly with various support documents, links and FAQs. Also on the Help page is a phone number and email form that can be utilized for personalized support during business hours.