

WARP Drive Glossary of Terms

WARP

WARP stands for Winning Acquisition and Retention Programs. WARP Drive is the branded name of the Epsilon marketing portal.

Participation Dashboard

The Participation Dashboard is a visual representation on the homepage of WARP Drive that show the user's enrollment/participation, OCPD value (based off of the company stores' performance) and opportunity for each marketing program.

Channel

A channel is the medium by which marketing communications are sent to the customer (email, direct mail and SMS).

Touch Points

Within a program, a touch point refers to a specific marketing communication to a customer. For example, in the Reminder Program there are five touch points – three emails, one postcard and one text message.

DM

DM stands for Direct Mail. This refers to postcard mailings but could also be any physical mail item (a catalog, self-mailer, letter, etc.).

SMS

SMS stands for Short Message Service, also commonly referred to as a text message.

Email Responsive Design

Responsive design refers to the different ways an email is rendered on a desktop versus mobile device. Emails delivered to VIOC customers are now responsively designed. This can be seen on the creative

preview documents within WARP Drive. It allows customers the best possible viewing experience regardless of what device they open the email on.

Lifecycle Programs

Lifecycle Programs refers to the following VIOC marketing campaigns: Post-Visit, Pre-Reminder, Reminder, Lapsed, Relapsed, Lost, and Reactivation.

Specialty Programs

Specialty Programs refers to the section of WARP Drive where non-Lifecycle Programs can be managed. These include the following Programs: Fleet, State Inspection, Facebook, Asphalt Adventures, and Paid Search.

On Demand Marketing

On Demand Marketing refers to the section of WARP Drive where users can create custom emails outside of the Lifecycle Programs.

In Home Date

The In Home Date is the date that the touch point is expected to reach the customer. These are displayed on the Calendar on the WARP Drive Home Page.

Default Settings

The Default Settings are the offer settings that are currently being used by the VIOC Company Stores.

Impact

Impact refers to the column in the Participation Dashboard displaying the Oil Change per Day (OCPD) value attributed to each marketing program based off of the company stores' results.

Opportunity

Opportunity refers to the column in the Participation Dashboard that 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 program spend).

Store Filters

Store filters allow users to narrow their full store list by company, market, area and/or store. Users can then apply changes to all stores in the filtered list.

Paid Search

Paid Search refers to the SEM (Search Engine Marketing) Program run by Catalyst.