WARP Frequently Asked Questions (FAQs)

Program Enrollment

How do I set default settings for all of my stores?

To use the same settings as the company stores, from the Lifecycle Programs Summary Page, 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. A green pop-up box will appear confirming enrollment in the selected programs. (See WARP Drive Manual for more details)

How do I create custom settings for one or more stores?

From the Lifecycle Programs Summary Page, click the red Edit button 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. The Program Details pages provide users the ability to customize and save changes to enrollment and offer settings at a Company, Market, Area and/or Store level. (See WARP Drive Manual for more details)

How do I see what my current enrollment settings are?

On the Home Page and on the Lifecycle Programs Summary Page, your Lifecycle Programs enrollment status will appear. It is color-coded and appears for each of the seven Lifecycle Programs. A red/yellow/green legend is used to show how many of your stores participate in each of the programs.
Green = all stores are participating
Yellow = some stores are participating
Red = no stores are participating

How do I see my current settings for a specific program?

From the Lifecycle Programs Summary Page, click the red Edit button 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. On the Program Details page, click the "View Program Summary" button in the upper right corner. A CSV file containing all settings for this program will open in a new window. (See WARP Drive Manual for more details)

How do I see what creative looks like for different programs?

On the Lifecycle Programs Summary Page, 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. On the View Touch Points tab, the Preview button will open a PDF document in a separate window, showing the different creative options available for the emails, postcards and text messages. (See WARP Drive Manual for more details)

Touch Point Timing & Costs

When are my customer emails/postcards/text messages sent?

Lifecycle Program emails and text messages are sent daily to those customers who qualify for the programs. Lifecycle Program, State Inspection and Fleet postcards are sent weekly to those customers who qualify for the programs. Fleet Owner emails are sent on a monthly basis, and Reactivation email and postcard are sent on the 2nd and 4th weeks of each month (twice per month). The homepage of WARP Drive also includes a calendar visual so you can see when each of the programs will reach your customers.

What is free and what will cost me money?

Lifecycle Program and Fleet Owner emails and Lifecycle Program text messages are free. Lifecycle Program, State Inspection and Fleet postcards, as well as postage for these mailings, are paid for by franchise systems. On Demand Marketing emails are paid for by the franchise systems.

On Demand Marketing

What is the cost per email sent?

Emails are billed at $1.58 per thousand emails sent.

WARP Drive Access

What happens if I forget my password?

Go to the WARP Drive Log In screen, enter your user ID and click Forgot Password.

Billing

Who will I receive invoices from?

Epsilon

Will invoices be mailed or emailed?

Emailed

How often will I receive invoices?

Monthly

What payment methods are accepted?

Payments via ACH/EFT are preferred, but checks are also accepted. Please contact Epsilon with any questions regarding billing.

Additional Offers

How do I create a new Additional Offer that is not in the drop down list?

Contact Derick Brumbaugh (dnbrumbaugh@ashland.com 859-357-7268).