

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.

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 “Request Program Summary” button in the upper right corner. A CSV file containing all settings for this program will open in a new window.

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 Choices button will open a PDF document in a separate window, showing the different creative options available for the emails, postcards and text messages. NOTE: These previews are samples only; they do not represent your actual offer and creative settings.

Also, you can navigate to the program details pages for each program, and click on the Content Preview tab. Clicking on the “Choices: Click Here” link will pull up a generic (blank) PDF of the specific creative template the user has selected for each store, channel, and touchpoint.

How do I enroll in Reactivation emails but not the Reactivation Postcards?

On The Quantity Limits Tab within the Reactivation Program details page, set the DM Monthly Limit to 0 if you do not wish to send postcards for that store for the month.

Timing & Costs

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

Lifecycle Program emails and text messages (excluding Reactivation) 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.

When I change one of my settings in WARP Drive, how soon does it change on the emails, postcards, and text messages?

Updates in WARP Drive are immediately stored in the database and will be reflected when emails, text messages, and postcards are sent out next. (See timing in the FAQ above “When are my customer emails/postcards/text messages sent?”)

What is the cost for participating in these programs?

Postcards are billed at about \$0.31 each which includes printing and postage. Lifecycle emails and text messages are included at no additional cost when you are enrolled in the corresponding Lifecycle program.

On Demand Marketing

What are On Demand Emails?

On Demand emails are custom emails created by the user. There are multiple templates to choose from where a user can pick and choose different colors, styling, offers, and upload a custom creative image. These emails are outside of the Lifecycle Programs and are meant for users who would like to send additional communication to a list of their customers, for example, a Memorial Day Special email.

What is the cost per email sent?

On Demand 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.

How do I add or remove a user in WARP Drive?

To add a user or deactivate a user account, please contact Derick Brumbaugh (dnbrumbaugh@ashland.com 859-357-7268).

How do I add a new store?

New stores are added to WARP Drive via file upload from VIOC. For questions about the new store process, please contact Derick Brumbaugh (dnbrumbaugh@ashland.com 859-357-7268).

Billing

What will I get billed for?

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 also paid for by the franchise systems and will show up on your monthly invoices.

Who will I receive invoices from?

Epsilon

Will invoices be mailed or emailed?

Emailed

How often will I receive invoices?

Monthly

Specialty Programs

How do I enroll in Asphalt Adventures?

In May and October there are enrollment windows for franchisees to begin participating in the program. Participation in the Asphalt Adventures program requires a six month commitment. Enrollment is handled outside of WARP Drive. Enrollment information will be communicated to the franchisees before each upcoming window.

How do I enroll in Paid Search?

In May and October there are enrollment windows for franchisees to begin participating in the program. Participation in the Paid Search program requires a six month commitment. Enrollment is handled outside of WARP Drive. Enrollment information will be communicated to the franchisees before each upcoming window.

How do I enroll in Facebook Advertising?

In May and October there are enrollment windows for franchisees to begin participating in the program. Participation in the Facebook program requires a six month commitment. Enrollment information will be communicated to the franchisees before each upcoming window.

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).