

WARP Drive Glossary of Terms

Asphalt Adventures

Asphalt Adventures is an email newsletter sent monthly to customers with an email address on file. The newsletter has content related to vehicle maintenance and regional travel ideas that are tied to upcoming themed holidays. You can select an oil change offer from a drop down list and also include messages in a text box that appears on the newsletter. Participation in the program requires a six month commitment initially and then one year after that.

Channel

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

Default Settings

The Default Settings are the offer settings that are currently being used by the VIOC Company Stores. These settings include the creative template choices, offers and associated discounted services, and coupon expiration dates.

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.).

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

Epsilon

Epsilon is a comprehensive global marketing company. A leader in connecting people and brands, they provide a deep understanding and access to your target audience. They find, acquire, and retain customers for brands around the world. For VIOC, Epsilon is hosting your new marketing database system which includes a data warehouse and a data mart, the WARP Drive portal, campaign management, email, postcard, and text message outputs, and reporting functionality.

Fleet Lapsed Driver

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

Fleet Reminder Driver

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.

Fleet Reminder Owner

The goal of the Fleet Owner program is to drive retention of existing fleet vehicles. The fleet owner program includes monthly emails to fleet owners with their vehicles due for service

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.

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.

Inspection Reminder

Inspection Reminder is a postcard typically sent to the customer 11 months after they last had their vehicle inspected. There are a couple of states where inspections are required every two years and the program adjusts for that. You can include an offer for an oil change on the postcard, but the fee for the inspection service cannot be discounted.

Inspection Thank You

Like the name implies, the Inspection Thank You program consists of a direct mail touch point that thanks the customer for getting their inspection done at your store. Up to four additional offers can be created to include on the postcard.

Lapsed

Lapsed is a mid-stage touch point in the lifecycle communication stream. It consists of four touch points (two emails, one postcard and a text message). Lapsed is sent to a customer when they are 45 days past the time when we believed they were due for an oil change.

Lost

Lost is a later stage touch point in the lifecycle communication stream. It consists of an email and a direct mail (postcard) touch point. Typically a deep discount is provided for any oil change with the Lost touchpoint. It is sent when the customer has not had their oil changed at VIOC in the past eight months. Lost, like Relapsed and Reactivation, is sent at the household level (see Relapsed description for an explanation of this process).

Lifecycle

Lifecycle marketing describes the series of communications we send to customers that are intended to create a sense of urgency about returning to VIOC to get their oil changed and vehicle maintained. Timing, marketing channel, messaging and discounts all are integrated to drive the maximum the number of return visits from our customers

Lifecycle Programs

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

On Demand Marketing

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

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).

Paid Search

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

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.

Pre-Reminder

Pre-Reminder is an early stage touch point in the lifecycle communications stream. It consists of a single email, includes a discount for an oil change, and is sent approximately two weeks before we believe the customer is due for an oil change. Pre-Reminder is segmented into standard and high risk versions. A high risk offer typically has a deeper discount because it is less likely that the customer will return if presented with a standard offer.

Post-Visit

Post-Visit is the first set of touch points in the lifecycle communications stream. Post-Visit One (PV1) is an email that is sent to the customer two days after their visit and invites the customer to complete a survey, rating the service they received. Participation in PV1 is mandatory. Post-Visit Two (PV2) again thanks the customer for their business and includes an offer for an oil change on a second vehicle. PV2 is a single email touch point.

Reactivation

Reactivation is considered a win back program and is the last touch point in the lifecycle communications stream. Reactivation communications happen when a customer is between 10 and 24 months since their last oil change at VIOC. The reactivation program consists of an email touch and an optional (but recommended) postcard touch. You can limit the amount of postcards sent by store.

Relapsed

The Relapsed lifecycle campaign consists of two touch points (one email and one postcard). Relapsed is considered a household communication. That means if there are two vehicles that are at least 150 days since last oil change, we will only send one communication to the household. Until this point in the lifecycle program, we would have sent a communication for each vehicle. This is done to save money on postage and printing costs.

Reminder

Reminder is an early stage in the lifecycle communication stream. It consists of five touch points (three emails, one postcard and one text message) and is segmented into standard and high risk versions. A high risk offer typically has a deeper discount because it is less likely that the customer will return if presented with a standard offer. The Reminder program is executed when we believe the customer is due for an oil change, based on projected mileage.

SMS

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

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.

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.

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.

WARP

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