

# TIRE KINGDOM

700 locations across 26 states, part of TBC retail group

## CHALLENGE

Tire Kingdom had a need for a more effective customer acquisition. They were faced with online competition continually stealing their customers.

## SOLUTION

### V12 SIGNALS ■ V12 AutoID

Tire Kingdom implemented V12 Signals to identify in-market shoppers within their trade area and at competitive locations. Using V12 Signals, Tire Kingdom identified the following prospects:

#### 1. Consumers actively browsing the web seeking tires and service.

*V12 provides visibility into behavioral data and searches occurring on over 90% of internet-connected devices every month.*

#### 2. Shoppers who have recently visited a competitor's location.

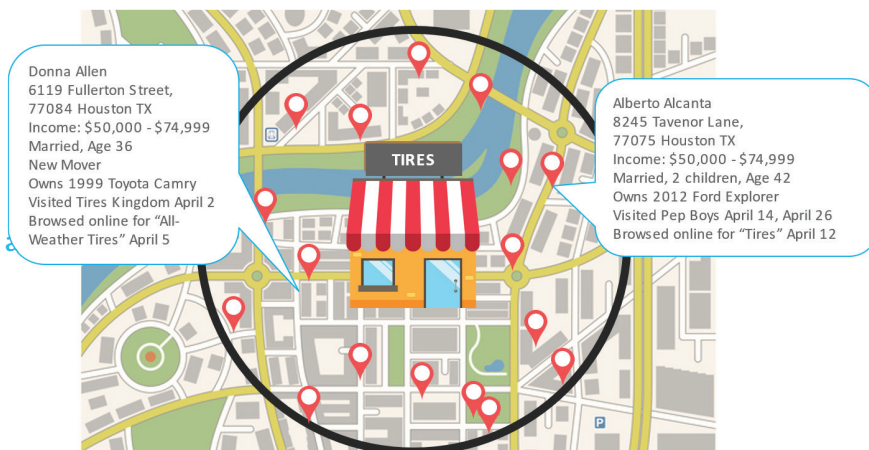
*Each lead included name and address and additional demographic, lifestyle and contact data.*

#### 3. New prospects based on the make, model or mileage of their current vehicle

*We provide the industry's leading VIN with data on over 215+ million consumers and 186 million VINs with linkage at the household and garage level.*

#### 4. New movers who have moved into each store's trade area.

*V12 provides industry leading mover solutions spanning the entire move cycle.*



## PROVEN RESULTS



**6%**  
CONVERSION  
TO SALE



**\$256**  
AVERAGE INITIAL  
TRANSACTION