**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.

V12 activated a multi-touch marketing program in V12’s Velocity marketing platform that targeted in market shoppers. Direct mail and email campaigns with a coupon were deployed to entice shoppers into Tire Kingdom locations.

**PROVEN RESULTS**

- **6% Conversion to Sale**
- **$256 Average Initial Transaction**