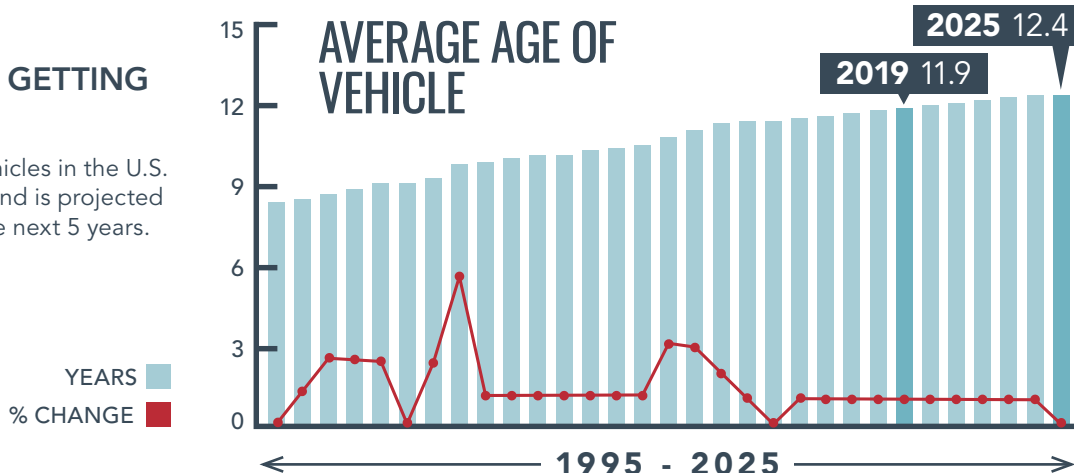# mspark

5 FACTS

TIRE & AUTO SERVICE CENTERS SHOULD KNOW TO TUNE UP THEIR MARKETING MIX

1. *cars* AREN'T GETTING ANY YOUNGER!

The average age of vehicles in the U.S. is 12 years, and that trend is projected to continue through the next 5 years.
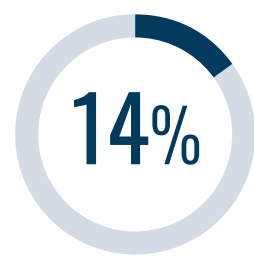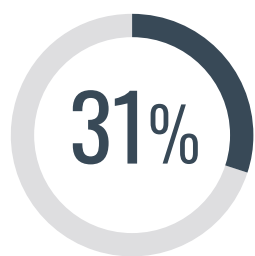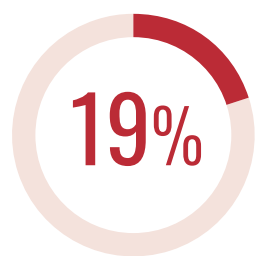
AVERAGE AGE OF VEHICLE

2025 12.4
2019 11.9

YEARS
% CHANGE

1995 - 2025

2. *car sales* ARE IN DECLINE.

COVID-19 HAS BROUGHT ECONOMIC UNCERTAINTY AND IN SOME CASES DECREASED OR LOST INCOME FOR CONSUMERS, RESULTING IN DECREASED AUTO SALES.
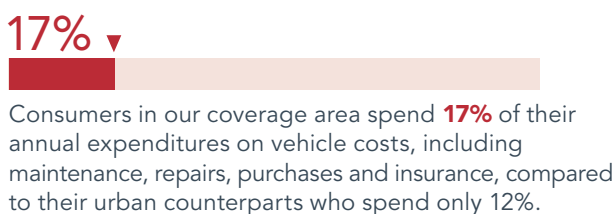
- Auto sales **decreased 53%** in April 2020 vs. April 2019.
- Overall annual car sales are forecast to **decrease 20 to 25%** from 2019 to 2020.

3. CONSUMERS IN OUR MARKETS DRIVE A LOT *and spend more.*

And they own more vehicles than their counterparts in urban city centers.

19%
more likely to drive
300-399 miles
in the last week

31%
more likely to drive
500+ miles
in the last week

50%
more likely to own
5+ vehicles
per household

14%
more likely to own
3 vehicles
per household

As a result of all the cars owned and volume of miles driven, **our core consumers devote a considerable amount of their income to vehicle related expenditures,** much higher than their urban counterparts.
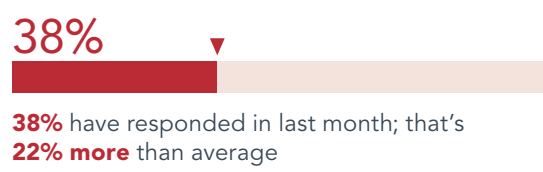
17%
Consumers in our coverage area spend **17%** of their annual expenditures on vehicle costs, including maintenance, repairs, purchases and insurance, compared to their urban counterparts who spend only 12%.

How can you optimize your marketing mix to engage these consumers, drive traffic to your service center, and increase sales?

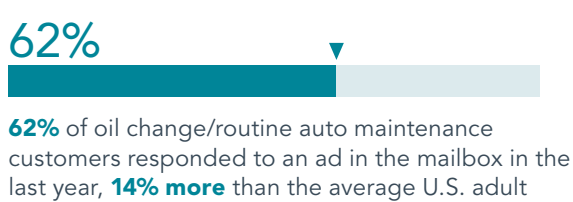## MAKE SHARED DIRECT MAIL A KEY COMPONENT IN YOUR MARKETING STRATEGY

4. TIRE SHOPPERS AND OIL CHANGE/ROUTINE AUTO MAINTENANCE CUSTOMERS *value direct mail*

TIRE SHOPPERS

64%
64% of tire shoppers have responded to an ad in the mailbox in the last year, that's **18% higher** than the average U.S. adult

38%
38% have responded in last month; that's **22% more** than average

ROUTINE MAINTENANCE SHOPPERS

62%
62% of oil change/routine auto maintenance customers responded to an ad in the mailbox in the last year, **14% more** than the average U.S. adult

36%
36% have responded in the last month; that's **14% more** than average

5. DIRECT MAIL *drives response*

- Promotes awareness while targeting your best potential customers.
- Gives you the ability to create one-on-one messaging in a tangible format. Segment your customer list and create targeted messaging to remind customers when it's time for an oil change or tire rotation based on their last service transaction.
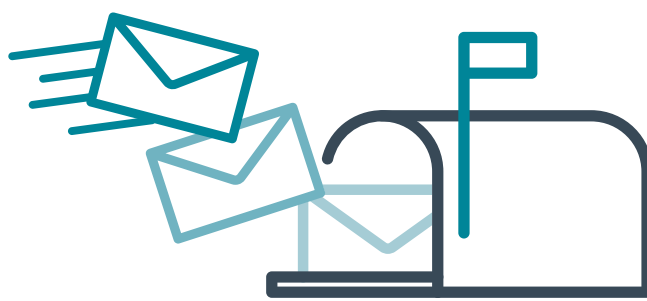
- Reinforces your brand and blunts competitors
- Retains current customers and acquires new ones with the Impact Postcard and Loyalty Programs.

SEE HOW DIRECT MAIL HELPS AUTO SERVICE BUSINESSES LIKE YOURS ACHIEVE RESULTS.

SUCCESS STORIES

AUTOMOTIVE CASE STUDY:

Objective: Enhance current marketing campaign to increase sales and drive traffic.
Approach: Target full ZIP codes within customer defined trade areas around each location, segmenting current/loyal customers based on date of last visit and services received and segmenting potential/new customers into two groups.

Result:
2,713 new transactions over the previous month

9,747 NEW TRANSACTIONS COMPARED TO THE SAME PROMOTIONAL PERIOD OF THE PREVIOUS YEAR

with **22%** of responses coming from potential/ new customer segments.

AUTOMOTIVE CASE STUDY:

Objective: Increase foot traffic and drive new business to an automotive car service company.
Approach: Identify key ZIP codes around the store that are more likely to use "Auto Dealer Service Centers" and target 11,000 households with a fixed high visibility, high readership piece with special offers to increase appeal.

Result:
$10,000 IN NET SALES GENERATED WITH AN $8,200 RETURN ON INVESTMENT

For every $1 spent on shared mail, the business gained **$4.56 in sales**.

ABOUT MSPARK

Mspark, a national media distribution company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988. Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With a distribution footprint of over 27 million households, the Mspark team takes pride in being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.

READY TO GROW YOUR BUSINESS?

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