

#### **DIRECT-HIT**

Get access to over 3.5 million technician submitted, tested and confirmed fixes backed by comprehensive OEM data to quickly repair any vehicle.

#### **DIRECT-SHOP**

Can't find the right fix in our database? Get unlimited 1-on-1 consulting from a team of L1 Certified Master Techs, including a specialist for every manufacturer.

#### **VIRTUAL TECH**

You want to run a smarter, more profitable business? Our shop management software can help by making estimating, repair order writing, parts management, and invoicing faster and simpler. You can also check pricing and availability of parts from your preferred parts supplier saving you valuable time.

#### **ABOUT IDENTIFIX**

Identifix delivers the tools and information to help automotive repair professionals run their shops as efficiently, accurately and profitably as possible and serves more than 100,000 automotive technicians and shop owners in the United States, Canada and Latin America through its online Direct-Hit system, Repair Hotline service, Direct-Shop shop management system, and Direct Market retention marketing platform. Identifix has been in business since 1987 and is headquartered in Minneapolis, MN. The company is owned by Solera.

GROW YOUR REVENUE WITH OUR MARKETING PRODUCTS. CONTACT US TODAY.



Call (800) 745-9649



Visit IDENTIFIX.COM/DIRECT-MARKET

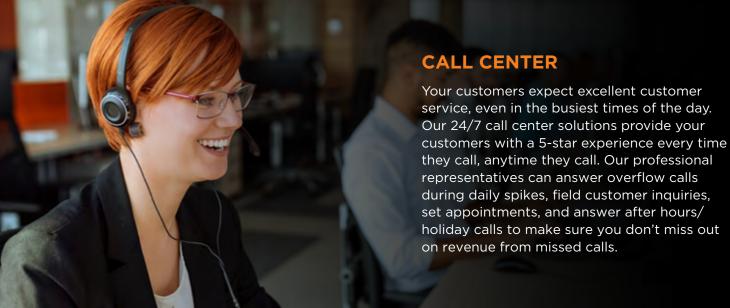
Grow your shop and fill your bays!

Increase exposure with Identifix Direct-Market



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#### REPORTING DASHBOARD

All marketing products roll up under one comprehensive reporting dashboard where shops can monitor and measure their marketing performance, see which customers are responding to campaigns and how much revenue has been generated from customers receiving marketing communications.

Campaign response rates can be tracked by individual communication, audience, date range, offer, message, and more.

#### **LOYALTY**

This turn-key loyalty program is built to strengthen customer and household retention by rewarding a shop's loyal customers and generating more business out of the entire dealership clientele. Service Centers can send trackable and redeemable rewards directly to their customer's mailbox, email or smartphone as well as additional follow-up communications to keep their customers engaged.

## CUSTOMER SATISFACTION SURVEYS

CSI is a web based, customer satisfaction survey emailed within 24 hours of receipt of an invoice that provides instant feedback and awareness of issues to shop management. Once key satisfaction questions are answered positively, the customer is then sent to complete a review to increase positive reviews. A Customer Concern email will be sent to the service center if customer enters negative results. The survey is fully integrated into the Direct Market Customer Retention Communications as an add-on.

### **REPUTATION MANAGEMENT**

The Reputation Management tool is a full, end to end marketing analytics platform for shops that presents the full picture of their store across reviews, social media, listing accuracy and search rankings and provides actionable items based on the most impactful things they can do to improve their presence, reputation, and SEO ranking.

#### **ON DEMAND**

On Demand is an on line, self-service mail and email marketing campaign ordering system with a complete library of service and seasonal ready-to-deliver templates to drive additional traffic to the shops. Access On Demand 24/7with same day email campaigns and next day mail campaigns delivered, as well as the ability to set and schedule future campaigns. Shops can choose from our coupon library, select from our automotive branded email and mail designs and create custom lists to send campaigns to.

# CUSTOMER RETENTION MARKETING

Direct Market is a service reminder program that delivers email and mail marketing communications daily and weekly to consumers based on their driving behavior, vehicle servicing needs and customer interactions at each service center. Customers receive the right message at the right time, driving customer retention and return visits.

