



CLIENT:

# National Car Manufacturer

## CHALLENGE

A leading national car manufacturer, was faced with a challenge distributing print-based content and collateral through its dealer network.

Dealers routinely engaged in promotional activities via direct mail and print advertising without any real oversight from the manufacturer over the branding, design and content. This often led to customers receiving conflicting or overlapping offers for the same make and model of cars.

The company wanted to setup a controlled environment that allowed them to maintain control over the design, content and messaging yet allowed participating dealerships to enable real-time campaign deployment by allowing them to customize certain campaign elements.

## SOLUTION

Digital Wavefront developed a secure dealer portal featuring pre-approved designs, templates and content. The portal enabled the company to maintain control over customer-facing elements while allowing dealers to offer personalization and their own incentives.

The portal provided access to real-time delivery through an online interface. Pre-approved designs and templates enabled swift and easy customization, previews and automation. The project was executed through an agency partner who was responsible for print and delivery logistics.

Built-in workflow automation and business processes, allowed

## RESULTS

### Automated Dealer Portal

Digital Wavefront developed a secure dealer portal pre-loaded with company-approved content, offers and designs.

### Workflow Automation

The company managed to regain control of its customer-facing designs and communication with the added convenience of enabling its dealers to create and schedule targeted campaigns with a few clicks.

### Real-time Deployment

Participating dealerships were able to access internal company lists for targeted marketing and engage in real-time campaign deployment. Rather than a manual approval process, most\* campaigns could be deployed in real-time.

\*campaigns above a certain \$ threshold

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