

ReminderTRAX[®] and DirecTRAX[™] Testimonial



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This campaign generated an 8.9% response rate, and increased sales by 207%!



"My current OEM doesn't offer anything along the lines of a good rewards program, or specific ways to target the client like ReminderTRAX does. ReminderTRAX is a definite win—I was a little skeptical from the start, but needed to trust my rep that the results would show. He was right, and they clearly did. The reporting is great and simple, not complex. It tells us exactly what we need to know based on what we are tracking, so it allows us to clean up our database of missed or inaccurate emails and mailing addresses. It also allows us to see who hasn't been in for a while so that we can reach out. We have been on ReminderTRAX for almost one year, and it is definitely something I will continue to use going forward."

A big part of our success comes from our rep, Cam. I meet with him monthly to go through reporting, and he's easy to call as needed for questions and specific reporting as needed. He wants us to win and be successful as well, vs. selling me something and then never hearing from him again like I get from so many other 3rd party vendors. Because of the success with him and the different campaigns I have running, I have since added ReminderTRAX to one of my other franchises and am seeing success from that as well.

We also have had a lot of success with our direct mail campaign from Reynolds that targets high-mileage customers. We chose a high-mileage campaign because we know they drive a lot of miles and needed to entice them with an offer that simply makes sense to them—we've seen a 207% increase in our sales from this campaign alone. With Reynolds, the message was more customizable than what my OEM offers; the design is better, I can mail out at different times as needed, and to me it just looked more professional than the run-of-the-mill templates from my OEM with very few options to choose from."

Steve Bell

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Contact your Document Services Consultant for more information.

