



Midas International, Inc., one of the world's largest providers of automotive aftermarket services, has conducted a comprehensive Customer Relationship Management (CRM) program since 2005. When the program's performance began to decline, Midas reached out to Metrics Marketing. Metrics assumed management of Midas' customer data and CRM program in May 2008. Since then, performance has steadily improved – completed campaigns have shown average increases in incremental revenue per contact of nearly 90%.



Midas International CRM Program Case Study

May 2009

The Challenge

Transitioning Midas' CRM program was an intensive undertaking that needed to be completed in less than 45 days to minimize disruption. Migration of the Midas program involved multiple large-scale projects, such as:

1. Assimilation of historical customer transaction and contact data, as well as ongoing feeds from multiple external data sources. This required a ground-up build of a multi-database warehouse of more than 21 million invoice records and nearly 10 million customer households.
2. Transition of the CRM contact program on an as-is basis, requiring rebuild of the existing response model and business rules for eight distinct, monthly, behavior-driven contact streams.
3. In-depth analytic study of previous program performance including customer demographic, behavioral, and financial data to optimize the Midas CRM program.

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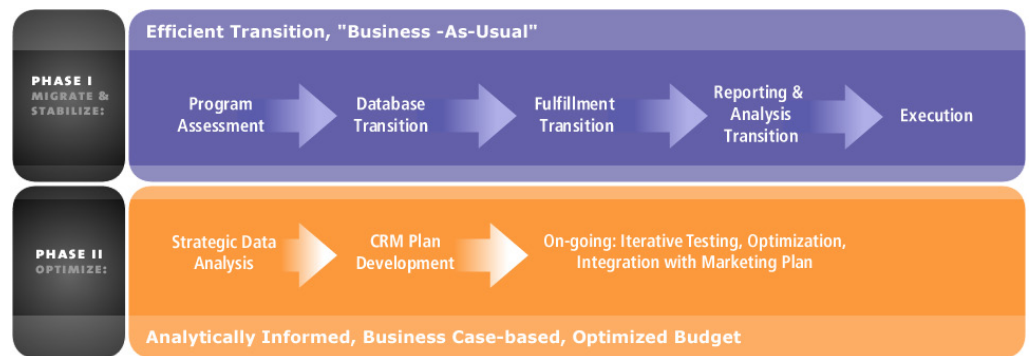
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Metrics' workflow processes enabled a smooth transition of the program, and Metrics' strategic planning, analytic, database management, and direct marketing expertise allowed for quick implementation of program improvements.

The Solution

Metrics developed a two-phase plan for the Midas CRM engagement: first, Migrate & Stabilize, then Optimize the program.



Metrics' workflow processes enabled a smooth transition of the program, and Metrics' strategic planning, analytic, database management, and direct marketing expertise allowed for quick implementation of program improvements, including:

1. Enhanced data quality, through:
 - a. Customer and vehicle householding
 - b. Increased cleansing and validation of customer data
 - c. Creation of more accurate and more complete customer-transaction records
2. Ongoing refinements to the business rules, timing, and structure of CRM program in order to reprioritize contact streams based on value, and reach key customers that may previously have been missed
3. Development of new response and revenue models to improve the CRM contact-selection process for optimum revenue per contact
4. Development and integration of email contact streams
5. Application of strategic findings to develop test plans and introduce entirely new contact streams and business rules
6. Development of an enhanced, Web-based campaign and CRM program-reporting system

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The Results

Metrics is continuing the revamp of the Midas CRM program in 2009. Major changes include increasing the relevance of contact streams based on customer behavior, new and more flexible contact streams leveraging trigger events, and increased usage of interactive contact strategies. Preliminary results indicate revenue per contact will continue to increase based on these changes.

Sample Direct Mail



MIDAS SERVICE REMINDER

Christopher – Our records indicate that your Toyota is due for a brake system evaluation.

A properly functioning brake system is essential to your vehicle's safety and, at Midas, keeping your safety on the road is our first priority. Regular brake inspections should be part of your vehicle's ongoing maintenance – in fact, we recommend that you have them checked at least once a year. Schedule your 55-point brake evaluation today by giving us a call at 972-579-1212. And, please use the coupon on back to SAVE on brake or any other services your Toyota may need!

YOUR MIDAS SERVICE SUMMARY
We last serviced the brakes on your Toyota at 15,000 miles on 09/16/09.

OIL CHANGE

- Up to 5 quarts of 5W30 or 10W30 oil
- New oil filter
- Check fluid levels
- Includes disposal fee

\$24.95

BONUS SAVINGS

Factory-Maintenance
Suspension
Brakes
Wheels Alignment

\$10-\$30 OFF

MIDAS SERVICE REMINDER

Midas cares about your car ... and your safety! Next time you visit, ask us for a FREE 55-point Mean Courtesy Check.

THANK YOU FOR CHOOSING MIDAS

Midas cares about keeping you and your vehicle safety on the road.

Visit www.midas.com today to:

- Learn more about all the preventive maintenance services we provide
- Get the Factory Recommended Maintenance schedule for your vehicle (subject to availability)
- Visit our Safety Tips and Auto Education Center
- And more!

THANK YOU FOR CHOOSING MIDAS

Christopher – Thank you for continuing to entrust your Toyota to Midas.

We appreciate your business, and look forward to providing you with expert vehicle maintenance and repair and superior customer service for years to come. Please bring this coupon on your next visit to enjoy special savings.

\$19.99 Oil Change & Tire Rotation (up to 5 qts. 5W30)

\$10 OFF Any Service Over \$50

\$20 OFF Any Service Over \$100

FREE ALIGNMENT With Purchase of Any 4 Tires

\$5 OFF State Inspection

\$70 VALUE! rent cars, light trucks

[BARCODE GOES HERE]

BRAKES TO BATTERIES, TUNE-UPS TO TIRES, MIDAS IS YOUR TOTAL CAR CARE RESOURCE.

Sure, you know Midas is North America's Brake leader. But did you know that you can rely on us for all of your vehicle's preventive maintenance needs?

Whether your car is brand new, or your odometer has rolled past 200,000 ... whether your vehicle's manufacturer is foreign or domestic ... Midas can provide the expert service you need to keep your vehicle safely and efficiently on the road.

And, at Midas, your safety and satisfaction are always our top priority. Stop in today for a FREE Midas Brach™ Courtesy Check. We'll conduct a 43-point inspection and you'll receive a detailed written report of your car's condition.

- Preventive Maintenance
- Oil & Filter Change
- Belts & Hoses
- Lights, Wipers & Accessories
- Brakes
- Tires
- Mufflers & Exhaust
- Batteries
- Engine Cooling
- Climate Control
- Steering and Suspension

Did you know that for optimum safety and visibility you should replace your wiper blades annually? If it's been awhile since you've replaced them, or they've begun to streak or "chatter," visit Midas today. We carry a range of blades sized to fit your vehicle.

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