



CASE STUDY

From Frustration to Results

How Cinch Empowered VIP Tires & Service

Learn how Cinch helped VIP Tires & Service boost email open rates to 62% and online reviews by 273% across their 70+ locations.

Featured Capabilities:

360° Customer View

Reputation Management

Clean Data

Email & SMS Campaigns



Leaps in Customer Retention

For businesses operating in the automotive service industry, creating seamless customer experiences and building lasting relationships can be a daunting task. Lynn Campbell, Director of Marketing at VIP Tires & Service, **faced significant hurdles** when managing customer data, supporting **a robust company rewards program, devising marketing strategies, and retaining customers.**

In 2024, Lynn partnered with Cinch to transform these challenges into opportunities. The partnership has not only simplified operations but has also driven meaningful customer engagement and measurable results.

62%

Email Open Rate

99%

Delivery Rate

0%

Spam Rate

0.1%

Unsubscribe Rate

Challenging Industry and MarTech Obstacles

“One big challenge is that our industry is built around ‘grudge’ purchases. People aren’t excited to visit our stores; they’re coming because they have to—whether their tires are worn out, they have a flat, or their brakes are making strange noises,” Lynn shared. “For us at VIP Tires & Service, the goal is to make the experience as positive and straightforward as possible.”

However, Lynn encountered several obstacles with the company’s previous system that hindered their ability to excel.

“One big challenge is that our industry is built around ‘grudge’ purchases.”

CHALLENGES

“Before Cinch, customers would have multiple accounts in the system ... it was chaos.”

Messy customer data scattered across platforms made analytics and retention efforts challenging.

These challenges created inefficiencies within the marketing team and left Lynn seeking a better solution that could elevate customer relationships while improving operational workflows.

01

Dirty Data

“Before Cinch, our previous system was challenging. One of the biggest issues was data duplication. Customers would have multiple accounts in the system, so they’d sometimes get five emails, all with different rewards information. It was chaos,” Lynn said.

02

Scattered Platforms

To piece together a full customer profile, the team had to jump between multiple tools, slowing down workflows and diminishing efficiency.

03

Limited Analytics

Measuring customer behavior and campaign performance lacked depth, making it hard to truly understand what was working and where to make changes.

04

Customer Retention Challenges

Their industry made retention difficult, as services like tire replacements and oil changes are often seen as inconvenient necessities rather than exciting purchases.

All-in-One Customer Data and Marketing

After an opportune conversation with Cinch, Lynn quickly realized the potential of having everything she needed in one platform.

“I had already been looking for a new solution, but every other provider seemed to be missing something. Some had great CRM systems but poor rewards programs, and others were the opposite. Cinch was the first one that checked all the boxes,” Lynn shared.

01

A Unified Platform

Cinch offered a CRM, rewards system, and review management tool all in one place, providing a complete 360-degree customer view. This integration eliminated the need to switch between platforms and drastically simplified the team’s workflow.

02

Clean Data

Cinch helped VIP Tires & Service clean up duplicate records, ensuring customers only had one centralized profile. This enabled accurate communications and eliminated the frustration of split rewards or excessive emails.

03

Automated Journeys

With Cinch’s automation, Lynn and her team were able to send timely, thoughtful reminders such as oil change notifications, inspection due dates, and follow-ups on declined services. These touchpoints emphasized education and preventative care over hard selling.

04

Personalization and Flexibility

Cinch gave the marketing team tools to create highly branded and engaging emails that resonated with their audience.

05

Support on Demand

Uniquely, Cinch provided hands-on, accessible support. Lynn was able to learn alongside the team, gaining confidence in their ability to utilize the platform to its full potential.

500k

of Customers Records

232k

Customer Records De-Duped

47%

Duplicate Data

“Every other provider seemed to be missing something. Cinch was the first one that checked all the boxes.”

Cinch is a customer data experience platform or CDXP. We combine the best of a customer data platform, a marketing automation platform, and data science tools into one seamless solution.

Building Stronger Customer Connections

Cinch delivered amazing results for Lynn and her team. Perhaps most important, Cinch helped VIP Tires & Service live up to their mission of earning automotive customers for life by fostering deeper, more reliable connections with their customers.

01

65% Email Open Rate

VIP Tires & Service achieved a stunning 65% open rate for email campaigns, significantly outperforming the 12.6% automotive industry benchmark. With plans to optimize click-through rates, their engagement is set to soar even further.

02

500 Weekly Reviews

Reviews quadrupled from 150 per week to nearly 500. The majority of these were positive, enhancing the company's Google ratings and strengthening its online reputation.

03

Improved Efficiency

By consolidating customer data and tools, the marketing team saved significant time and resources. For example, managing reviews went from a time-consuming process across multiple platforms to a streamlined workflow within Cinch.

04

Confidence and Agility

The team could pivot strategies quickly, relying on robust, real-time analytics to inform decision-making. Lynn highlighted the newfound confidence in knowing what's working and having the tools to act on it immediately.

05

Stronger Customer Retention

Automated, value-driven communication emphasized education and trust, building VIP's reputation as a helpful and honest partner in automotive care.



VIP Tires & Service shop located in Merrimack, New Hampshire.

513

Reviews per Month Before Cinch

1,916

Reviews per Month With Cinch

273%

New Reviews Increase

0.18

Rating Jumped from 4.59 to 4.77 Stars

Unexpected Benefits Beyond the Numbers

Beyond the quantifiable improvements, Lynn noticed unexpected benefits that have reshaped how her team operates. Cinch's capabilities gave her confidence in their marketing efforts, enabling her team to focus more on strategy and creativity rather than firefighting inefficiencies.

Additionally, thanks to Cinch's seamless review management system, VIP's digital marketing manager could handle an increase in reviews without overwhelming her workflow. This freed her up to take on more strategic planning, further amplifying the team's overall effectiveness.



Ribbon cutting ceremony for new VIP Tires & Service shop located in Brockton, Maine.



VIP Tires & Service team at a customer appreciation event in Waterbury, Connecticut.

“Cinch has given us confidence in our data, in our strategies, and in knowing what’s working.”

Conclusion

By partnering with Cinch, Lynn Campbell and her team at VIP Tires & Service completely transformed their marketing operations and customer retention efforts. Cinch provided a comprehensive platform tailored to the team’s unique needs, helping them go beyond just transactional improvements to **build long-lasting relationships with their customers.**

From streamlined workflows and 360-degree customer insights to staggering increases in email open rates and reviews, the value Cinch brought to VIP Tires & Service is undeniable. And with foundational strategies in place, the future is looking even brighter. Lynn’s parting thoughts sum it up best:

“It’s not just about ROI. Cinch has also given us confidence—**confidence in our data, in our strategies, and in knowing what’s working.** That kind of impact is hard to quantify but incredibly valuable.”

Ready to Maximize Your Business Impact?

Explore Cinch capabilities for yourself and see how it can improve your customer engagement.

See How Cinch Works

[Customer Data](#)

[Marketing Automation](#)

[Data Science](#)

[Reputation Management](#)

[Attribution & Reporting](#)

