



## Case Study

### National Small Engine Dealership

#### The Challenge

A global original equipment manufacturer of small engines was looking to easily promote a series of Open House events across a network of national distributors and dealers. Various banners, signs, sell sheets and other collateral materials would be available for customization to each dealership. Enrollment dates were selectable by each dealership.

#### The Solution

By adapting our proven online order management portal (drive-thru) to the specific needs of our client, we were able to quickly buildout the specific requirements for this program offering. Qualifying dealerships and their contact information was preloaded into drive-thru prior to the campaign rollout. Once notified, they were provided with sign-on credentials and were able to get started immediately. Live account managers were available to answer any questions and provide support.

#### The Results

The entire program was able to be successfully rolled out in minimal time without a hitch. Dealerships were able to easily sign-up for their open house and manage all aspects with drive-thru in a simple, low-cost manner. The manufacturer was able to maintain strict brand standards and minimize inventory management through the centralized control of drive-thru.



Simple signup and  
order management  
portal drives  
increased participation

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