



How We Revved Up a National Tire Manufacturer's Co-op Fund Utilization & Reignited Their Dealer Network

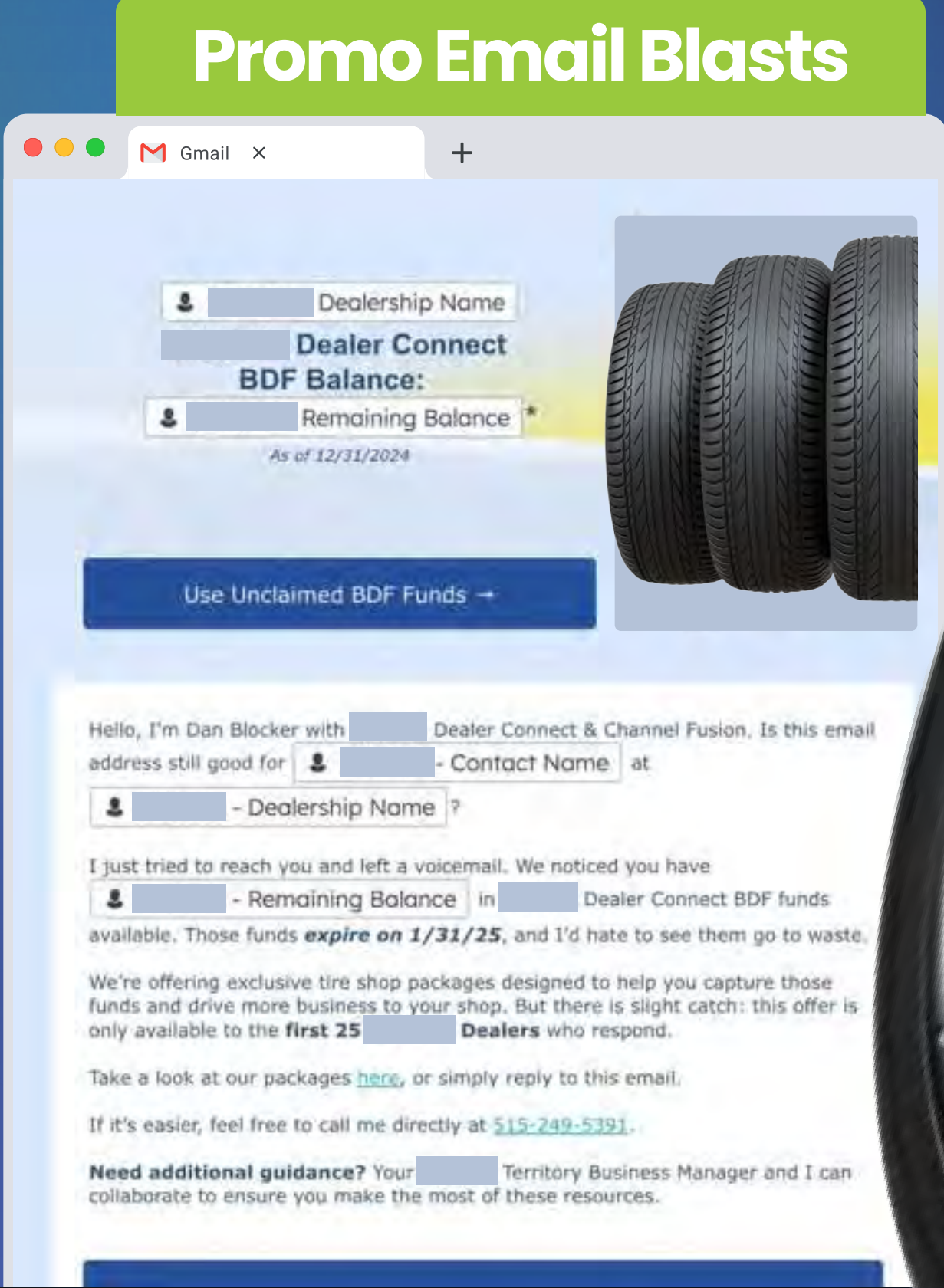


\$5.9M
In Unused Co-Op Funds

Promo Landing Page



Promo Email Blasts



Profile:	Number Of Dealers:	Unused Funds:	Industry:
National Tire Manufacturer	3,551 Local Dealer Network	\$5.9M in Co-op Funds	Tire Manufacturing

The Challenge:

A Gap in Dealer Marketing Knowledge and Co-op Frustration

Problem

#1

Dealers were using co-op funds for non-impactful items (T-shirts, keychains, golf balls) instead of marketing strategies that drive sales.

Problem

#2

Many dealers found the co-op claims process complicated and confusing, preventing fund utilization.

The Solution & Results

Driving Digital Adoption And Sales Growth:

The Famous Digital Fusion “Blitz” Campaign



Solution

#1

Digital Fusion designed a tailored & streamlined digital marketing solution for Local Tire dealers.

Solution

#2

Turnkey digital packages were customized for their dealers, ensuring easy participation.

Solution

#3

Funds were automatically pulled from co-op accounts—no claims or upfront dealer payments required.

Key Achievements From The Blitz

Capturing unused funds

13.4% → 17%

From \$786.8k to reach \$1 Million USD

Tire unit sales

15.8% Lift

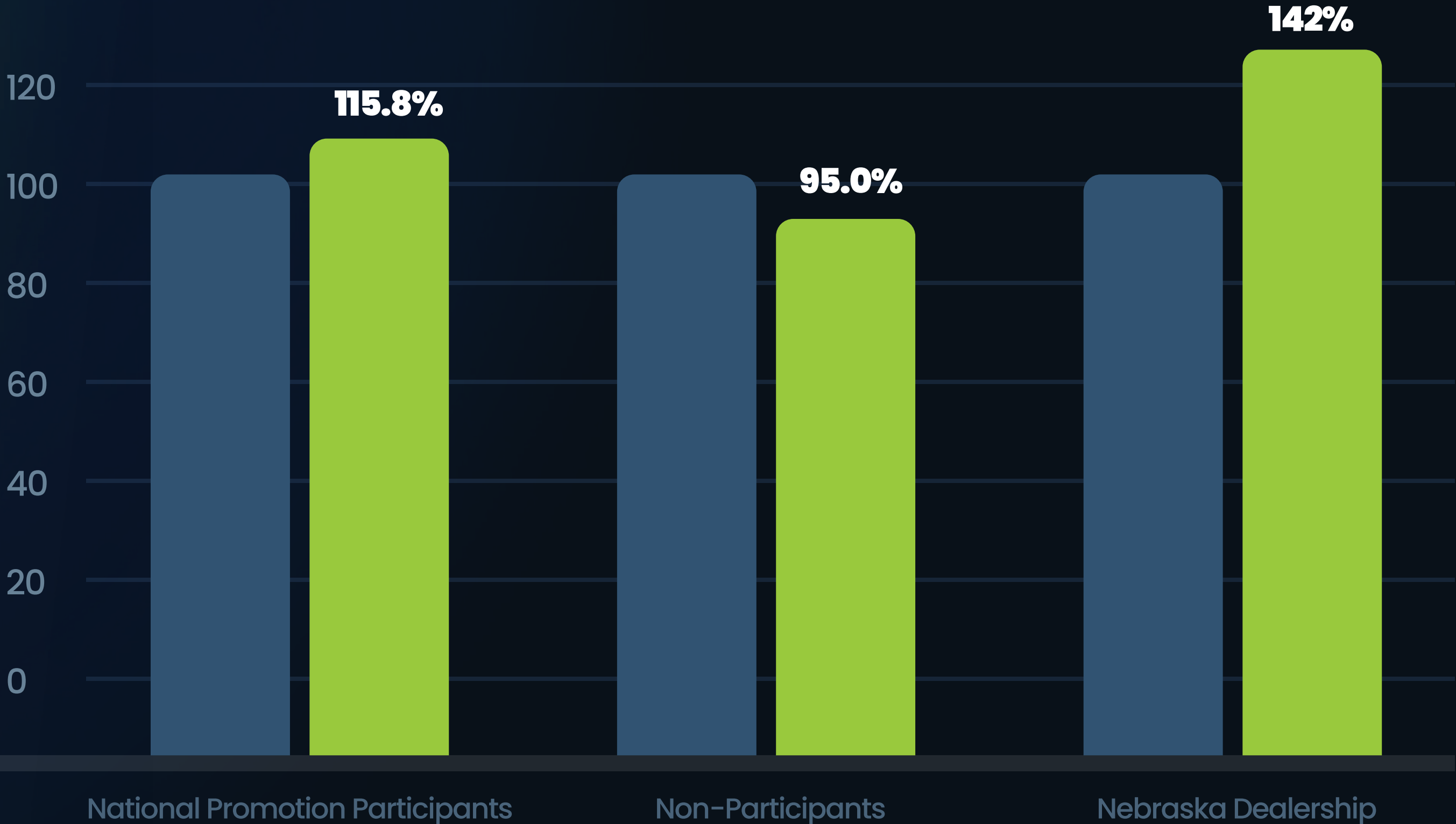
For dealers participating in promotion advertising.

Impact on a dealership

42% More Sales

For a Nebraska dealership with 25 locations

Before & After Sales



Positive Dealer Feedback: Dealer Testimonials



#1

Dealer Feedback

I was delighted to discover I had unused co-op funds and even more grateful for the guidance from a Digital Fusion expert who walked me through my options.

#2

Dealer Feedback

Having access to someone well-versed in our co-op program and skilled with our dealer portal was invaluable.

The Best Part?



No cost to the brand
—100% covered by
co-op funds.



Fully managed
marketing funnel,
email outreach, and
campaign execution.



Partners see real
sales growth without
extra effort.



**Book A
Meeting Today**

Let's capture unused co-op
funds and drive local sales
growth for your partners.