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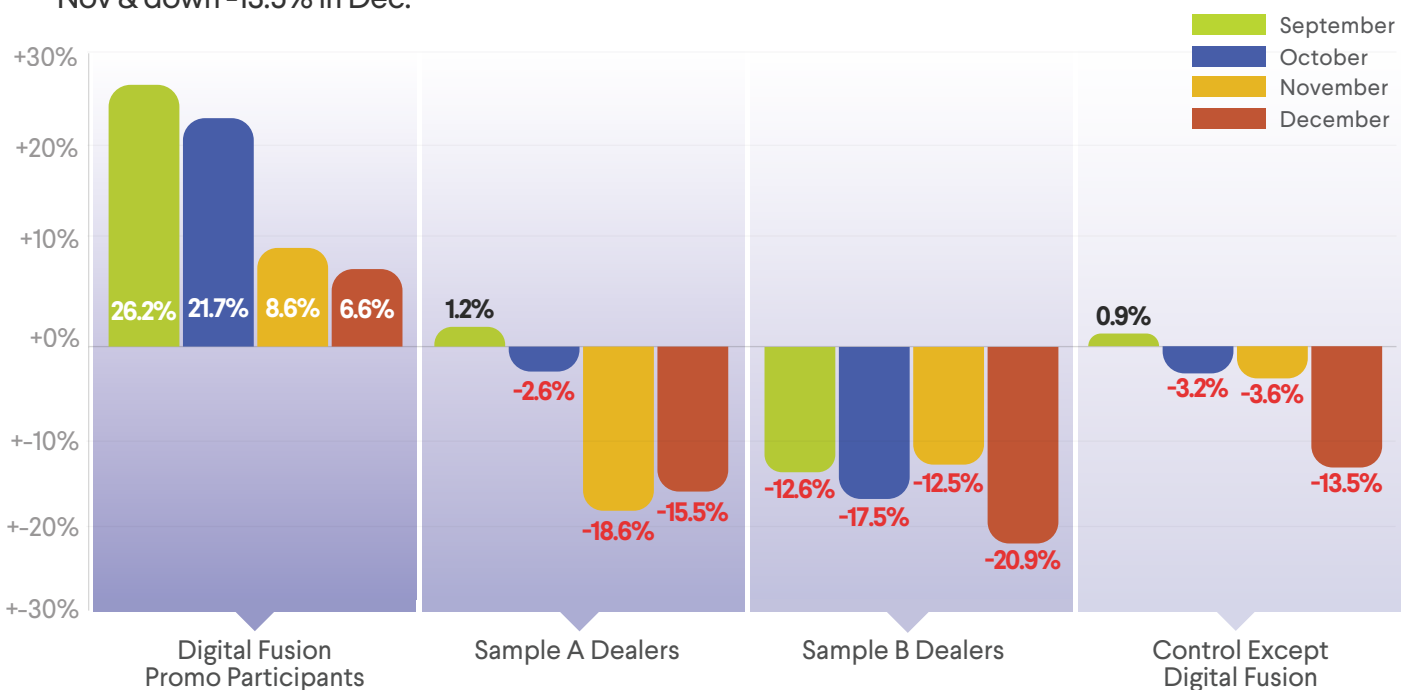
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Localized Dealer Promos Deliver Double-Digit Boost in Sales

Total Tire unit sales in Sept 2022 were up 26.2% , up 21.7% in Oct, up 8.6% in Nov & up 6.6% in Dec 2022 Y/Y for 8 Dealers that participated in the Defender 2 program with Digital Fusion-outperforming all other groups.

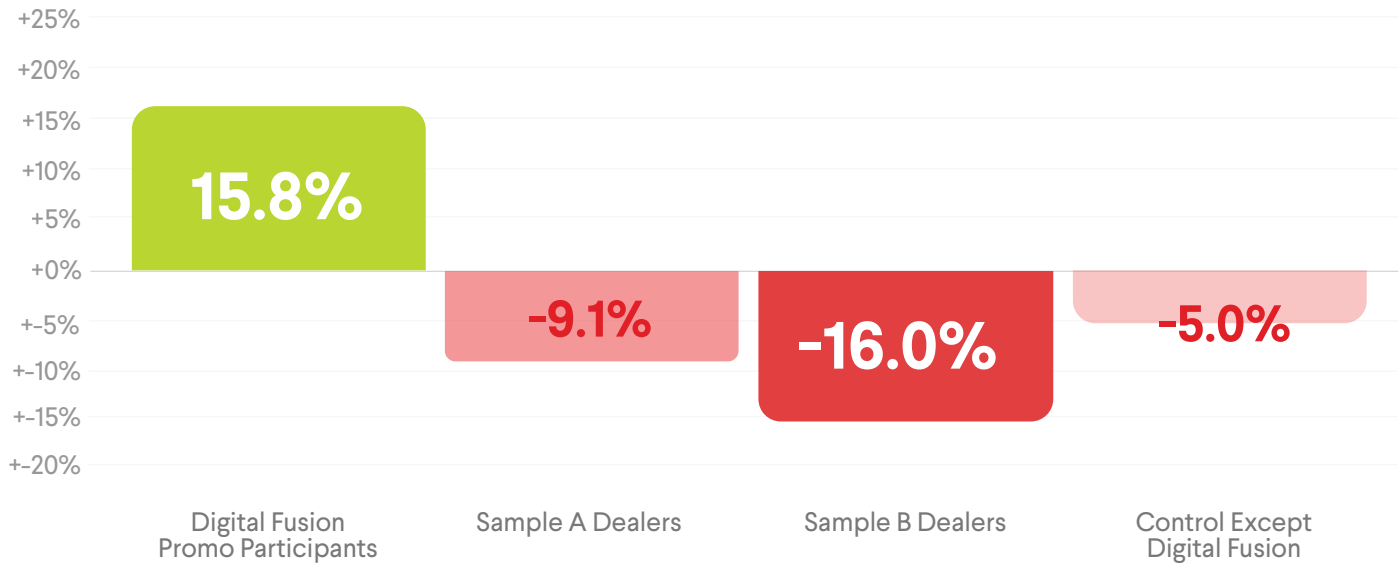
- Sample A (8 similar-sized dealers) were up 1.2% in Sept, down -2.6% in Oct, down -18.6% in Nov, & down -15.5% in Dec.
- Sample B (8 similar-sized dealers) were down -12.6% in Sept, down -17.5% in Oct, down -12.5% in Nov & down -20.9% in Dec.
- Control group (excludes all participating dealers) were up in Sept 0.9%, down -3.2% Oct, down -3.6% in Nov & down -13.5% in Dec.



DIRECT DEALERS SEPT-DEC 2022 Y/Y INCREASE IN TIRE UNITS SOLD

Total Tire unit sales in Sept-Dec 2022 were up 15.8% Y/Y for the 8 Dealers that participated in the Defender 2 program with Digital Fusion -outperforming all other groups.

- Sample A (8 similar-sized dealers) were down -9.1%
- Sample B (8 similar-sized dealers) were down -16.0%
- Control group (excludes all participating dealers) were down -5.0%



DIRECT DEALERS AUG 2022 Y/Y TIRE UNITS SOLD (NO PROMOS)

Total Tire unit sales in Aug 2022 were down across the board when no promos were running and no Digital Marketing was done.

