



**STOCKTRAC**<sup>®</sup>  
E N T E R P R I S E

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The following CRM integrations are currently available in *StockTrac*<sup>®</sup> Enterprise v3. Any of these integrations can be activated by any user that has subscribed to the **Integration Subscription** program. This program is an additional \$25 per month (in addition to any Software Maintenance Agreement) and will allow you to have access to *all* integrations within the system. This includes enhancements of existing integrations as well as additional ones that may be added while you are enrolled in the plan.

The **Integration Subscription** will allow you to access these functions from inside your *StockTrac*<sup>®</sup> system and enable you to transfer data back and forth automatically without having to re-key information. Some integrations also require a separate Data subscription with the partner company, or additional hardware (see footnotes).



InMarketNow has over 20 years serving the tire dealer industry. To date we have designed and implemented over 20,000 Marketing Databases. We now offer a comprehensive approach that measures efficiency and effectiveness against total advertising spend.



"Our Customer Relationship Management (CRM) Services utilize direct mail letter and postcards, survey forms, and electronic mail to achieve between one and six customer "touches" per year." "These touches, or communication points, are based on proactive service driven events such as: oil change notifications, tire rotations, and 30,000 mile tune ups.



Marketing services shouldn't be frustrating or demanding of your time. That's why you can count on our tools to do the job right. Whether you want to set it and forget it, micromanage, or have us do it for you — MechanicNet has the best option for your shop. We make using our tools fast and easy. Let us worry about the details so you can get back to what matters — running your business.



At O'Brien Marketing, we use our unprecedented working knowledge of the competitive landscape to ensure success for our clients through extensive market research, creative negotiation strategies, execution and implementation.



With years of practical dealership experience, DealerVoice Marketing Technologies has wrestled with the same customer contact issues as you; dealership service marketing does not always give full value for the money. This forces your mainstay business to support increasingly resource hungry, expensive and inefficient contact strategies. Experts with impressive communications credentials and buzz words further cloud a practical solution.



We are a group which consists of three companies – BFM Marketing, BFM Graphics, and BFM Printing; a combined group of marketing and creative professionals as well as printing specialists. BFM Group will focus on your company goals and products to develop strategies for the highest return on investment. We are your business partner with resources to generate successful marketing programs. Your brand deserves our attention and your business deserves our service.



A leading provider of integrated direct marketing solutions. For over 40 years, DirectMail.com's unique Identify. **Target. Contact. Acquire. Engage. Retain. Approach** has maximized ROI for nonprofits and businesses nationwide.



**Dealers. Franchises. Distributors.** We know how sales networks work and how to make them work better. It's our specialty.

By applying our **unique insights, proprietary technology and processes**, we've helped multinational organizations such as BASF, DuPont, Navistar, RIM, Petro-Canada and Harley-Davidson accelerate their business.

### ENGAGE YOUR CUSTOMERS



Reward loyal customers. Send monthly specials. Manage requests and appointments online. Collect positive reviews and receive feedback through surveys.

Easily manage interactive promotions and specials. Enjoy organic search traffic. Order full service print and online ad campaigns.

### GREAT ONLINE MARKETING IS NOT ABOUT TAKING A ONE SIZE FITS ALL APPROACH



We design marketing programs with a high degree of specificity using data, research, and creativity to drive results and boost sales. Whether you want to target a key audience, increase leads, or simply build brand awareness, we'll use our expertise to help you reach your goals.



At AutoPoint, we defy the idea that titling, service execution, and motorist engagement are separate issues. You won't see extraordinary success until you unite all your dealership's moving pieces into one infinite whole—and we won't settle for anything less than extraordinary. We don't expect you to either.