



CASE STUDY

Throttle Streamlines Marketing Automation for Commercial Tire

Driving stronger customer engagement with strategic support and actionable data.

The Client

Founded in 1968 and headquartered in Meridian, Idaho, Commercial Tire has served communities across Idaho, Utah, Oregon and Washington for over 57 years. Operating 50+ locations, they provide a full range of tire and automotive services for both retail and commercial customers — from preventive maintenance to unexpected repairs. Their mission is simple: to keep people safe and moving.

The Challenge

Before partnering with Throttle, Commercial Tire faced a familiar but critical challenge: finding a marketing vendor who could integrate seamlessly with their systems and processes — without creating extra work for their internal team. Previous providers required heavy internal oversight and often failed to deliver consistent, actionable marketing results. With a lean team and growing business demands, Commercial Tire needed a partner who could deliver automated marketing success with minimal lift — freeing up their staff to focus on customer service and operational excellence.

The Solution

Throttle® streamlines marketing and customer engagement for automotive shops— automating timely, omnichannel outreach powered by shop data.

From the first conversation, Throttle took a consultative approach. They listened to Commercial Tire's goals, understood their business model and proposed solutions built around long-term success. Rather than simply providing marketing tools, Throttle delivered a complete, omnichannel retention program designed to drive meaningful customer engagement.

The solution included:

- Intelligent marketing automation
- Direct mail campaigns
- Email campaigns timed to customer behaviors
- Net Promoter Score (NPS) tracking
- Customer data validation and response tracking
- Discount utilization reporting



Industry

Tire and Automotive Services



Objective

Establish reliable, streamlined marketing automation to improve customer engagement without adding operational burden.



Solution

Launch automated campaigns (direct mail and email), implement customer data validation, enable customer response tracking and integrate Net Promoter Score (NPS) insights — all backed by strategic guidance and ongoing client support.



Throttle's strategy emphasized timely, relevant touchpoints that kept Commercial Tire top-of-mind for both retail and commercial customers — improving engagement while minimizing manual management.

“Throttle didn't just give us marketing tools — they gave us a real partnership built on understanding our goals and driving success.”

— Michael Brotzman
Retail Sales & Marketing Manager, Commercial Tire

Implementation and Results

With Throttle's omnichannel program in place, Commercial Tire experienced measurable improvements across multiple fronts. Customer communications became more consistent and personalized, powered by clean, validated data. Campaigns reached customers at the right time, leading to higher engagement rates and better response to promotional offers.

The implementation of NPS tracking also gave Commercial Tire a new level of insight into customer satisfaction — helping leadership understand where they were succeeding and where new opportunities could emerge.

Because Throttle handled the automation and data management behind the scenes, Commercial Tire's internal team was free to focus on delivering outstanding service, knowing their marketing efforts were running reliably and intelligently.

Lessons Learned

The experience reinforced an important truth: successful marketing automation isn't just about technology — it's about partnership. Good tools make a difference, but having a team invested in understanding your business and helping you grow makes all the difference.

Moving Forward

Commercial Tire continues to refine and expand its marketing strategies in close collaboration with Throttle. As a trusted partner, Throttle remains committed to supporting their evolving goals — providing fresh ideas, strategic guidance and solutions that adapt with their business needs.

For Commercial Tire, Throttle isn't just a vendor — it's a partner invested in their long-term success.



Client Quote

“Throttle took the time to truly understand our business model, our goals and our roadblocks. They didn't just give us tools — they backed them with real support and a commitment to our success.”

Michael Brotzman

Retail Sales & Marketing
Manager, Commercial Tire

