

# FORGING A FUTURE IN FRANCHISE

U-Save, a nationally recognized leader in rental car franchising, has been in business for more than 30 years. With over 200 car and truck rental locations around the world, U-Save has made it their business to be your neighborhood outlet, no matter where you're from or where you will go.

## 43% INCREASE

IN ADOPTION RATES FOR  
CORPORATE MARKETING CAMPAIGNS

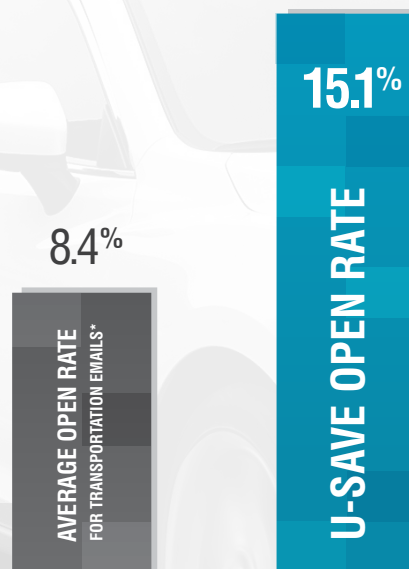
Much has changed in the last 30 years. Their business has grown, and so has the need to support franchisees with innovative digital marketing campaigns. **They approached Distribion with a need to help franchisees increase sales through email marketing in an easy-to-use and highly efficient way for all local ownership, no matter their digital savvy.**

“Going forward, email marketing will be a breeze. What would take us three months before, now takes just a day to complete.”

—CARRIE KELLY, DIRECTOR OF MARKETING, U-SAVE

The leadership team at U-Save quickly realized that the Distribion platform's *On Behalf Of* email marketing feature would enable their franchisees to easily opt-in to campaigns that were created, managed and sent on their behalf from the U-Save corporate marketing office.

The platform implementation and a well-received opt-in campaign proved very successful for U-Save. The platform's unique profile-driven personalization engine allowed them to automatically customize each campaign based on location and user information. The local franchisees who opted in now had expertly crafted email campaigns sending on their behalf, without having to even log in to the Distribion platform. And the corporate marketing team was able to generate new leads and increase repeat customer orders with consistent branding campaigns and personalized offers.



\*Smart Insights: Email Click-to-Open Rates 2015 by Industry

**By using simple opt-in capabilities and a centralized corporate control, U-Save now has an exceptional rate of adoption for marketing campaigns, making a real difference for their franchisees.**

