

## Tinttek 20/20 Case Study

www.tinttek.com

**Background:** Tinttek 20/20 is a full-service, automobile window film cutting solution provider with an established customer base worldwide. They invented the window film cutting software that has become the benchmark in industry.

**The Challenge:** Tinttek 20/20 was adding new dealers for its software licensing package each year but wanted to grow at a faster rate. Their primary marketing tools were word of mouth and their website. Potential customers would visit the site and then call in to get more information. This was a very time-consuming process and many of the questions were basic in nature. It's impossible to tell how many prospects simply decided not to call and sought out a competitor.

**The Problem:** These incoming calls were taking up a lot of time. And very few resulted in an outright sale because the prospects were in the early stages of their research. This required a call back at a later date. The follow up process was tedious and the "closing rate" was minimal.

**The Solution:** A review of the Tinttek 20/20 website revealed the site didn't have much information prospects could use to make a buying decision - without having to talk to a salesperson. Also, it didn't speak to the needs of the prospects but was more focused on pushing products/features. The website was begging for direct response copy that answered prospect questions and addressed their concerns .

**Impact:** Once the web copy was rewritten, new dealer acquisitions skyrocketed.

### RESULTS

Time-consuming, incoming general information phone inquiries plummeted and were replaced with calls from prospects who were "pre-sold" on the program who needed specific questions answered so they finalize a few details before they signed up as customers.

Client went from averaging 35 new dealers per year **to averaging 95 new dealers per year.**

Incremental Revenue Increase: **\$100,764.00 per year**

Lifetime Revenue Increase: **\$ 806,112.00**

*\* Ave. Dealer Annual revenue: \$139.95 month x 12 months = \$1,679.40*

*New Dealer Subscription Duration: 8 years*