

# aACE

CASE STUDY

**RESTYLERS'  
CHOICE**



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### Restylers' Choice maximizes email marketing with aACE + VerticalResponse Integration

*"Since moving to aACE+ VerticalResponse we have been able to keep our mailing lists much more up-to-date. Our email marketing campaign has grown exponentially since introducing this system, and we are seeing excellent results. The best part is that it is super simple for us to use, making it much more likely to be used time and time again."*

*-Doug Jacobs  
Restylers' Choice  
Co-Founder and President*

#### CHALLENGES & aACE SOLUTIONS

##### Contact Management

Prior to aACE, the team at Restylers' Choice did not have a way to easily manage, update, or organize their single list of email addresses. Instead, they had to enlist the help of owner Doug Jacobs to export contacts from their existing system, AcctVantage, and then manually remove duplicate or invalid email addresses before uploading the final mailing list. Lists generated with the aACE CRM tool integrate with Vertical Response for automated contact management.

##### Newsletter Generation

Restylers' Choice depended on newsletter templates built using Microsoft Word's mail merge feature, a viable yet time-consuming alternative to dedicated email marketing services. Looking to leverage as many aACE features as possible, Restylers' Choice turned to Vertical Response, in part because of the seamless integration with aACE but also because Vertical Response offers tools for creating professional-looking newsletters at the simple click of a button.

##### Campaign Tracking and Reporting

Under their old system, once an email newsletter was sent the Restylers' Choice team had no way of tracking their audience's response. aACE + Vertical Response Integration tracks who opens an email, when they open it, what they click on, and how the email campaign translates to incoming revenue.

#### INDUSTRY

Light Manufacturing and Distribution

#### COMPANY

Restylers' Choice, LLC  
59 Tech View Drive  
Cincinnati, OH 45215  
www.restylerschoice.com

#### NUMBER OF EMPLOYEES

30

#### DEVELOPMENT ENVIRONMENT

FileMaker

#### SOFTWARE

aACE+ Vertical Response Integration

#### CLIENT OVERVIEW

Restylers' Choice is a full-service, stocking distributor and manufacturer of pin striping, graphics, and automotive accessories. They are the largest national distributor of pin striping and graphics, as well as a leader in chrome accessories, painted spoilers, rear window graphics, and large format digital printing and vehicle wraps.

Founded in the early 1990s, Restylers' Choice immediately differentiated itself by offering services such as same day shipping, no cut-off times, and other services unmatched—and unmatched—by the competition. Over the years, Restylers' Choice expanded into manufacturing and installation through the acquisition of suppliers and customers.



## CASE STUDY

### RESULTS

#### One-Click Email Marketing

By directly integrating aACE's contact relationship management solution with Vertical Response, Restylers' Choice was able to bypass much of the time-consuming aspect of email marketing and focus instead on designing highly effective newsletters.

#### Streamlined Newsletter Production

Vertical Response offers many beautifully designed templates that allow companies to easily generate newsletters without the need of dedicated, on-staff graphic designers. Anybody can create and tweak newsletters from the simplest company announcement to complex product launches, leaving their customers with the distinct—and accurate—impression that every detail has been accounted for.

#### Integrated Tracking and Reporting Tools

Getting the campaign out the door is only a portion of successful email marketing. One of Restylers' Choice's best-loved features of Vertical Response is the ability to track all of their campaigns, including open and click-through rates, to see who is responding to their efforts and what, precisely, they are responding to. Powerful reporting tools allows Restylers' Choice to gauge not only the success of their email marketing campaigns but also the value of them.

#### Only the Beginning

In the first few months of using aACE+ Vertical Response, Restylers' Choice sent out 10 email campaigns to over 4,000 contacts, for a grand total of 40,000 emails in a matter of months.





### THE FULL STORY

In January 2012 Restylers' Choice implemented a tailor-made version of aACEv4.0 after Doug Jacobs, co-founder and President, sought to resolve inefficiencies in operations because of discontinuities among several in-house solutions. Mere months after implementation, his team saw results by utilizing aACE to link those in-house solutions together.

Restylers' Choice is ceaseless in their efforts to improve efficiencies and constantly leverages technology to do just that. To that end, in September of 2012 they implemented aACE's out-of-the-box contact relationship management solution and Vertical Response integration to maximize their email marketing efforts to address disparate marketing challenges.

Before their aACEv4.0 implementation, Restylers' Choice struggled to manage over 4,000 email addresses without enlisting the help of the owner of the company—a highly competent information analyst in his own right—to export every contact's email address from their existing accounting program, AcctVantage.

With aACE's integration with Vertical Response, Restylers' Choice is not only able to compile precise lists of customers segmented by their purchasing history and product interest, they are able to seamlessly upload those contacts and manage any number of email campaigns. Furthermore, using Vertical Response's campaign tracking and metrics they are able to easily gauge the success of each and every email campaign they send out. And with advanced reporting tools they are able to see with a high degree of precision exactly what works and what does not.

### SUCCESS AND Q&A TESTIMONIALS

Here is what Restylers' Choice's co-founder and President, Doug Jacobs, and Director of Sales and Marketing, Lane Carter, have to say about the results of the aACE Software implementation:

#### **How do you feel about the results?**

*Before, we weren't able to present our new product highlights and alerts very well due to an inability to update and process existing client mailing lists, which were often outdated and filled with holes. Now we can export mailing lists seamlessly with our aACE platform every Monday.*

#### **How do you feel about aACE support?**

*aACE support has always been first class. They respond quickly (usually within an hour) to email requests. They ask great clarifying questions, and they know their system inside and out. If they do not know an answer off the top of their head, then they investigate and come back with the results. The best part for me is that you never have to follow up with them. You send in a support ticket, and they manage it. It is one less thing I have to worry about on follow-up.*

#### **Who would you recommend aACE to?**

*aACE is perfect for many different types of businesses. It handles inventory very well, projects, general accounting. Due to the nature of the system, and the idea to customize it for a specific business need, it is really a good fit for almost all business types: warehousing, design, etc.*

