



April 19, 2023

Hello Store Managers and Marketing Assistant Managers,

Effective today, to help provide more clarity about the Discount Tire Card application targets for your store, a new Discount Tire (DT) Card App Target report is now available.

### **What you need to know**

- Discount Tire Card application targets are designed to support our Discount Tire Financing Program.
- The Discount Tire Card empowers Our Customers to purchase the best and safest product for their wants and needs, while offering easy monthly payments and zero % interest when paid in time.
- Unlike other credit cards, we do not pay interchange fees for Discount Tire Card transactions, which saves us money, supports our strategy, and makes more Dreams come true.

### **Assessing your gauges**

- The new DT Card App Target report offers you an overview of how you are performing with application targets for the month and year-to-date.
- The report includes information for regional and store:
  - Daily, monthly, and year-to-date application targets
  - Actual month-to-date and year-to-date applications processed
  - Number of applications over (green) or under (red) the target

**NOTE:** Click the + symbol next to your region to see the specific metrics for your store.

**REMINDER:** App targets are set based on the daily demand of the store, so stores with a larger demand will have a higher app target.

- This report will be updated on the 5th and 15th of each month and can be accessed from the Customer Demand Secondary Driver on the Marketing Assistant Manager AOR page, the Progress & Success Measures section on the Discount Tire Financing Leadership Responsibilities page, or by clicking this link: [DT Card App Target Report](#).

### **Setting up the WIN**

#### **Marketing Assistant Managers:**

- Review the updated information in this report as it becomes available each month to help you understand where your store is compared to the target and look for opportunities for improvement.
- Please be sure everyone on your sales team offers financing to every customer, every time, every day.

If you have questions or feedback, please use the Feedback button in the [Discount Tire Financing Leadership Responsibilities](#) page.

Thank you for striving to be the BEST!