# Independent tire dealers leverage technology for lead generation



Independent tire dealers are facing a growing challenge as they strive to attract new customers while maintaining loyalty among their existing client base. Central to this challenge is lead generation; without a consistent influx of potential customers, even the most skilled technicians at reputable shops may struggle to expand their business beyond their established clientele.

Recent advancements in technology have introduced new solutions to this age-old problem. Among these, license plate recognition (LPR) technology is emerging as a noteworthy tool to bolster lead-generation efforts for tire shops. Companies like Digital Recognition Network (DRN) are at the forefront of this innovation, harnessing LPR technology in combination with opt-in marketing databases to facilitate a deeper understanding of traffic patterns and consumer behaviour.

Noel Peña, senior executive director at DRN, elaborates on how the technology operates. DRN’s LPR system is available in two configurations: mobile and fixed. The mobile system employs cameras mounted on vehicles designed to scan license plates while traversing various locales, functioning similarly to Google’s mapping vehicles. This information, once compiled into a comprehensive database, aids lenders in tracking vehicles associated with delinquent accounts for collection and repossession purposes.

On the other hand, DRN’s fixed camera system, referred to as "driven insights," serves as a marketing solution for businesses. This system captures license plates, decodes them to find the vehicle's identification number, and appends relevant opt-in marketing data to the business's profile. Peña remarked, “The important part of what we’re doing is allowing the company’s marketer to take in the data that’s relevant to their business and then figure out how to build their marketing channels around it.”

These practices raise questions about privacy; however, Peña clarifies that DRN is compliant with legal standards as the company only gathers data from vehicle owners who have granted permission. “Our end-users are only looking to target people who have opted-in to a database, they accepted those service conditions,” he explains.

The implications of LPR technology for tire shops are considerable. By analysing the data collected, shops can refine their marketing strategies and outreach to specific demographics. Peña suggests that, instead of relying on generalised marketing tactics, independent tire shops could tailor their campaigns more closely to their immediate community. For instance, a promotional campaign aimed at local families could focus on households within a two-mile radius, fostering a more personal connection with potential customers.

Moreover, Peña points out practical applications of the LPR data, such as targeting promotions on surplus inventory or tailoring offers to vehicle types that frequently pass by the shop. Data insights, including odometer readings, might also inform tire dealers about potential wear and tear on vehicles, enabling targeted messaging based on vehicle condition and usage.

As the tire industry experiences continuous transformation, independent dealers must embrace innovative strategies to attract new clients and retain their current customer base. LPR technology, when integrated with opt-in marketing data, offers a promising pathway for shops to enhance their marketing efforts, ensuring they remain competitive not just against local rivals but also against larger national chains. This advancement could provide independent tire shops with the crucial edge needed to navigate a rapidly changing business landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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