

# **ccainsights.com**

## ***Your Personalized Communications Manager***

### **GETTING STARTED GUIDE**

ccainsights.com is designed to be easy and intuitive to use. Log on, follow these steps and you'll be done before you know it.

#### ***FOR PARTICIPATING BUSINESSES ENTERING THE SITE FOR THE FIRST TIME:***

Visit **ccainsights.com** and click on the **FIRST TIME USER?** link to set up your user access. Once this is complete, you will be able to customize your communication pieces and audience.

#### **Find Your Business and Register**

Find your business in the top bar, a drop down menu should show your business. Choose your business and enter your information, including a password, in the open fields. You will be able to register others to use the site once your initial registration is complete. **After completing and clicking on the SUBMIT button, you will receive an email that asks you to log-in to begin your customization choices.** Your user name will be your email address; passwords must be at least 6 characters and are case-sensitive.

#### ***AFTER COMPLETING REGISTRATION, YOU CAN NOW GET STARTED PERSONALIZING YOUR COMMUNICATIONS:***

#### **Your Business Personalization**

After you log back in you can begin the personalization process for your communications. Click on ***each of the following tabs*** in the menu bar and complete your choices.

##### **Business Profile**

In this section, you will fill out your businesses information that will be a part of each of the communications that are sent to your customers. You will also be able to add marketing messages and your logo.

##### **Select Your Promotions**

You will select your two main choices of promotions for your service and Repair communications from the drop down menu. These promotions will appear in each of your customer communications (print and email) for each quarter.

## Choose Your Audience

An audience selection guide walks you through this section in a little more detail, if you need. In this section of the site, you will be choosing:

### MILE RADIUS

You will be choosing the mile radius from your business, outward to your customers – it is the area you service, and will be used to help shape the audience we send your communications to. Make sure to choose a radius and click on **UPDATE RADIUS** each time you may make a different selection.

### PRINT & EMAIL AUDIENCE SELECTIONS

This is where you will be selecting the audience for your print communications (Service and Repair Insights Magazine). Click on either Service Insights Magazine or Service Insights Magazine to begin your selections. You will see a drop down menu of business categories, which you can choose one at a time to see your audience on the right side.

You are given the opportunity to add all, add none or be selective from this audience. Make sure to choose **UPDATE AUDIENCE** each time you make selection choices. You can also add any businesses you may want to send the magazine to either one at a time using the site, or you can send/email a simple excel spreadsheet to our program HQ to be added for you. You can also print off your audience selections from this page.

### ADDITIONAL COPIES

All participating businesses will receive 3 copies of each print magazine and copies of emails sent to your customers from this program. You have the opportunity to add additional copies of the magazine with your business personalization to be delivered to your business. Make sure to choose **UPDATE COPIES** after all choices have been made.

### BILLING

Here you will choose how you would like to have this program billed to you – either through your GM/ACDelco Co-op Funds or your Open Parts Account. Make sure to **UPDATE BILLING**.

## Review and Approve

Under the **Approval** tab at the top, you will give your final approval on all your choices. Please review this carefully. This is your final approval. **Once you click on *Final Approval*, you cannot make changes online.** You can print this page for your records. You will not receive any other communication from us. If you need to make changes after submitting final contact our Insights Program Headquarters at 1-800-931-7478.

**ccainsights.com** — *Your Personalized Communications Manager*

**Program Headquarters: 1-800-931-7478**

**E-mail: support@ccainsights.com**