

# GETTING STARTED GUIDE

*Your Personalized Communications Manager*

The **ccainsights.com** website 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?** 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 can 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 username will be your email address; passwords must be at least 6 characters and are case-sensitive.

If you cannot find your business, then you need to complete your enrollment. There is a new Dealer Program Enrollment site through Global Connect. To begin your dealership's enrollment, go to <https://dpe.vsp.autopartners.net> and search for Insights Service and Repair Magazine Program. Please go to the **ENROLL** tab for more instructions or contact Program Headquarters (1-800-931-7478) for help.

*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 business information, which will be included in each of your customer communications. 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.

### **Choose Your Audience**

New for 2025, GM has provided an updated database for Dealers to reach a wider range of customers, helping you build more solid relationships. They are your current customers that have purchased parts from you recently. These shops are identified as **Your GM Parts Customers**,

labeled in blue, and allows participants to select them as part of their audience. If you previously selected a mile radius, these shops will automatically be added and could increase your magazine quantity. If you would like to change this, please go to the Audience tab to update. If you are a Direct Account, we can import your customers on your behalf as well. You will need provide a list to: [support@ccainsights.com](mailto:support@ccainsights.com).

An audience selection guide walks you through this section in a little more detail, if you need assistance. **If you are NEWLY ENROLLED**, your audience was setup with a 35-mile radius to start. If you are comfortable sending magazines to customers in a 35-mile radius, there will be no further action required. Otherwise, we suggest you make updates to the audience when you receive our notifications.

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 make a different selection.

### **AUDIENCE SELECTIONS**

Here, you will select the audience for your print communications, specifically for the *Service* and *Repair Insights* magazines. To begin, click on either **SERVICE INSIGHTS MAGAZINE** or **REPAIR INSIGHTS MAGAZINE**. You will then see a drop-down menu of business categories. Choose one at a time to view your audience on the right side. Reminder: New database selections are under the [Your GM Parts Customers](#) category in blue.

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 also can add any businesses you may want to send the magazine to, or you can send/email a simple Excel spreadsheet to our program HQ to be added for you. You can also print your audience selections from this page.

### **ADDITIONAL COPIES**

All participating businesses will receive 3 copies of each print magazine sent to your customers from this program. You can 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 the approval, contact our Insights Program Headquarters at 1-800-931-7478.