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Vendor Spotlight: Throttle

Connected Communication: The ROI of Omnichannel Marketing

By Jeff Tremper, SVP, Throttle

Customers see hundreds of marketing messages every day, and most of them barely register. But when a message appears in more than one place—such as a postcard in the mailbox followed by a matching email or text—the odds of it being remembered rise dramatically. That's not coincidence. It's consistency.

Why Channels Should Work Together

According to the *2025 Direct Mail Marketing Benchmark Report* from Franklin Madison Direct, 38% of consumers say receiving both mail and digital ads from the same brand increases their awareness and consideration.¹ When communication channels reinforce one another, each touchpoint amplifies the others. The result is stronger recognition and a higher likelihood of engagement.

The connection between print and digital isn't theoretical. The *2025 Direct Mail Marketing Trends Report* found that 61% of marketers say combining direct mail with digital delivers the best ROI.² The report further found that 53% of consumers are more likely to consider a brand when both channels are used.³ Simply put: integration matters.

The Power of a Unified Message

Omnichannel marketing builds on that connection by creating a cohesive story across every platform. Research from *InboundBloggging 2025* found that 94% of integrated campaigns use landing pages aligned with their brand's look and feel.⁴ When your visual and verbal identity stay consistent across mail, email and social, it reassures customers and strengthens brand credibility.

A familiar logo, color palette and tone make communications instantly recognizable. That familiarity builds trust, and trust drives response.

The Numbers Behind the Momentum

Marketers aren't guessing. The *2025 State of Direct Mail Report* from Lob found that 86% of marketing executives agreed direct mail performed best when integrated with other channels.⁵ Another 57% said email was the most tightly connected channel.⁶ Meanwhile, KeyPoint Intelligence reported that 53% of marketers relied on hybrid personalization—combining print and digital to drive engagement.⁷

These findings echo what customers experience firsthand. When messages reach them through multiple formats, conversion rates can increase by as much as 65%, according to Deep Sync 2024.⁸ That's the power of true omnichannel communication—repetition with relevance.

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Putting It All Together

You don't need a massive marketing department or a big budget to make this work. What matters most is consistency. Keep your message aligned across every channel. Make sure the timing feels natural and let each touchpoint build on the one before it to maintain a steady campaign rhythm. When every interaction reinforces the last, customers are more likely to remember and respond.

Throttle®, a product of Matrix Imaging Solutions, is a complete, intelligent marketing communications tool. Throttle helps automotive companies stay in close contact with their customers throughout the customer journey with timely, omnichannel communications and service reminders based on their unique driving habits and service history. From acquisition through retention, Throttle takes the guesswork and labor out of customer communications while freeing up the shop staff's time. Throttle uses multiple touchpoints including texts, postcards and emails, allowing users to easily generate a year-round marketing program that keeps their brand top of mind and customers coming back for more. Click here to schedule a demo: <https://meetings.hubspot.com/cbutler16>

Sources

1. [Franklin Madison Direct. 2025 Direct Mail Marketing Benchmark Report.](#)
2. [Direct Mail Marketing Trends 2025 | Franklin Madison Direct](#)
3. [Direct Mail Marketing Trends 2025 | Franklin Madison Direct](#)
4. [InboundBlogging. Integrated Campaigns: Research Summary 2025.](#)
5. [Lob. 2025 State of Direct Mail Report.](#)
6. [Lob. 2025 State of Direct Mail Report.](#)
7. KeyPoint Intelligence. *Hybrid Personalization Research Summary 2024.*
8. [Deep Sync. Using Data to Improve Direct Mail ROI.](#)



THROTTLE
a product of **Matrix Imaging Solutions**

Take the guesswork and labor out of customer communications.

Throttle® keeps you connected to your automotive customers throughout the year with timely, omnichannel communications and service reminders throughout the customer journey, based on their unique driving habits and servicing history. By interfacing directly with your POS system, Throttle helps you keep your brand top of mind while you manage your shop(s).

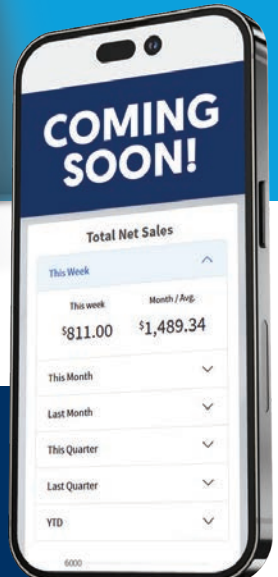
Benefits

- Increased Google Reviews with Thank You Text Notifications (Up to 200%)
- Declined/suggested service follow-up emails
- Educational videos
- Manufacturer recommended service suggestions your shop can perform
- Intelligent intervals between oil changes
- Increased customer retention

Features

- Advanced algorithms driven by data from your POS
- Full creative services available to brand your communications according to your marketing guidelines
- Consistent, automated, vehicle specific, personalized, customer acquisition and retention platform
- Monthly key performance indicator reporting to track marketing and operations
- Unique customer journeys for new and existing customers

A turn-key customer communications program from acquisition to retention.



For more information, contact
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matriximaging.com/throttle

Scan the QR code to watch our video and schedule a demo.



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*Refer to the "Please Note" section on page 2 of this publication.