



# Marketing Interface for TireMaster

The marketing interface for TireMaster helps you expand your marketing capabilities. With the interface, you can extract customer purchase data from TireMaster and send it to a marketing firm who will use the data to create products such as service reminders, demographic reports, and advertisements.

**Note:** The following firms can provide marketing services for ASA clients: CustomerLink Systems, Mailmark, Marketplace Insights, and DME.

This document includes the following sections:

- ♦ “Installing the Marketing Interface” on page 1
- ♦ “Creating a Marketing Data Output File” on page 2

If you have questions about installing or using the interface that this document does not answer, call TireMaster Support at **800-891-7437**.

## Installing the Marketing Interface

To install the marketing interface, download the installer from the TireMaster Support site. Then run the installation program. The marketing interface can be installed on the server, workstations, or both.

### To install the Marketing Interface

1. Close all applications.
2. Go to <http://support.tiremaster.com>.
3. Type your customer number and password. Then click **Login**. The Support Center home page appears.
4. Click **Download Programs**. The Download Center page appears.
5. In the **Update Files** area, click the link for the marketing interface. The File Download screen appears.
6. Depending on your operating system, click **Save this program to disk** or click **Save**. The Save As screen appears.
7. Select the location where you want to save the installer, and click **Save**. The Download Complete screen appears.

**Note:** Downloading the installer might take several minutes, depending on the speed of your internet connection.

8. Click **Close**.
9. Exit the TireMaster Support site.

# Creating a Marketing Data Output File

When you want to submit your TireMaster data to a marketing firm, use the interface to create a marketing data output file.

**Note:** The following firms can provide marketing services for ASA clients: CustomerLink Systems, Mailmark, Marketplace Insights, and DME.

## To create a marketing data output file

1. On the desktop, double-click **TM Market**. The Marketing Login screen appears.
2. Type your TireMaster user ID and password. Then click **OK**. The marketing output selection screen appears.
3. Select a date range for the output file by choosing beginning and ending dates from the pop-up calendars.
4. Choose a location for the output file.
  - ♦ To place the output file in the default folder, leave the entry in the **Location** field alone.
  - ♦ To place the output file in a different folder, click **Location**. Then select the alternate location, and click **Save**.
5. Click **Create Output**.
6. To close the confirmation message, click **OK**.
7. Close the marketing output selection screen.