



Digital Onboarding & Integration for Rapid Expansion

Point S Tire faced significant challenges in managing digital media across an ever-growing network of locations spanning multiple states

See how Voro did it—and why Point S Tire trusts them.

Point S Tire is a major tire and automotive service retailer with a rapidly expanding network of locations across multiple states. The company has undergone significant growth, doubling in size since early 2023 through strategic acquisitions and new store openings.

The challenge:

Point S Tire faced significant challenges in managing digital media across a rapidly expanding network of locations spanning multiple states. As the company acquired new stores, each with different service capabilities and varying levels of existing brand recognition, integrating these locations into a cohesive strategy became essential. Additionally, the company needed consistent brand messaging that maintained local market relevance, transitioning from previously autonomous marketing efforts to a unified approach.

The approach:

A structured, phased launch strategy was implemented, focusing initially on specific regions such as the Bay Area and Northwest Zone. Stores were categorized into service-based tiers to streamline marketing efforts and better align messaging with store capabilities:

Level 1: Tires and alignment

Level 2: Tires, alignments, shocks, and brakes

Level 3: Full-service mechanic capabilities

“Onboarding has gone extremely smoothly, with no disruption in ads being served and no impact on member owners’ businesses.”

Chris Fowler
VP of Digital Media
Voro



The results:

Successful expansion and integration of:

- 146 Point S Corporate Stores
- 71 Gills Stores initially, with 50 additional stores added through acquisition
- Total network growth to 217+ locations by September 2024

22% – Increase in Local Search Campaign Investment

74% – Increase in Conversions

**CURIOUS ABOUT COLLABORATING?
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Want a digital media agency that listens to your goals—and knows how to reach them?

At Voro, we're obsessed with looking beyond what's obvious to find what works. We'd love to help you succeed.

LET'S CONNECT

Let's chat

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