

CLIENT SUCCESS

Client: Automotive
Manufacturer

Industry: Automotive
Manufacturing



Client

Fortune 100 automotive
manufacturer

Billion-dollar, multi-
brand portfolio



Challenge

Needed a way to drive
telemarketing
compliance across all
their brands and
marketing channels

They also needed to
ensure they were
adhering to state and
local-area regulations
and restrictions since
they were distributing
leads to dealerships
across the U.S.



Solution

TCPA certification that
verifies every phone
number at the point-of-dial
against state, federal, and
other Do-Not-Call registries

Turnkey management of
their opt-out website,
including functionality for
opting-out based on brand
and channel preference

Custom reporting with
details on certifications,
opt-outs, and exemptions



Results

In the 15 years since
implementing automated
marketing compliance
solutions, the auto
manufacturer has been
able to eliminate risk with
proactive compliance
management:

- 300M records/month
- 3.5B transactions/year
- Nearly 275 million
exemptions on record