

Fitment-Based Marketing.

Turn fitment into your most powerful marketing signal. Capture each customer's vehicle — through 'My Garage' and opt-in at checkout — and segment audiences by exact Year/Make/Model/Engine for highly relevant, vehicle-specific campaigns.

WHY THIS MATTERS

Market to the exact vehicle.

- ✓ Capture vehicle data via My Garage & checkout opt-in
- ✓ Segment audiences by exact Year/Make/Model/Engine
- ✓ Power vehicle-specific lifecycle campaigns (e.g. Klaviyo)

01

Persistent My Garage

Customers save their vehicles, so fitment context follows them across visits.

02

Fitment-based segments

Build audiences from real vehicle data, not broad guesses.

03

Relevant lifecycle

Trigger campaigns and recommendations tailored to each customer's vehicle.

How Marketing Uses Fitment



My Garage

Customers save vehicles; their fitment context persists across the store.



Checkout Opt-In

Capture vehicle consent at checkout for ongoing marketing.



Vehicle Segments

Group customers by exact Year/Make/Model/Engine.



Klaviyo-Ready

Pass fitment segments to partners like Klaviyo for targeting.



Vehicle-Specific Sends

Email everyone running the same engine with relevant parts.



Smarter Recommendations

Recommend products that actually fit each customer's vehicle.



Higher Lifetime Value

Relevant, timely offers lift repeat purchases and lifetime value.



Native to Shopify

Customer vehicle data lives in Shopify, ready for your marketing tools.

How it Rolls Out

PHASE 01

Discovery

We learn your catalog, your fitment, and where buyers get stuck.

PHASE 02

Architecture

We plan how vehicles are captured and grouped.

PHASE 03

Migration

Your products and fitment get cleaned up and organized in Shopify.

PHASE 04

Build

We set up My Garage, opt-ins, and customer groups.

PHASE 05

Launch & tune

We test, launch, then keep tuning sales and order flow.

Marketing that knows the vehicle.

Vehicle-level segmentation and persistent My Garage context — campaigns as specific as each customer's ride.

1:1

VEHICLE-LEVEL TARGETING

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CUSTOMERS IN ONE ENGINE GROUP

