

BridgestoneMarketing.com Quick Start User Guide

A Quick Reference to Setting Up Your New Accounts on BridgestoneMarketing.com

STEPS

1. **Check your browser.** Make sure you're using Chrome or Firefox as your web browser. Internet Explorer is no longer supported by Microsoft and not recommended.

2. Determine Your Account Type (2 types)

Main Account (Admin): You are the main gatekeeper for your location's users. At TheTread.com, you were the Admin account.

If Main Account (Admin), Your next steps:

1. Complete Step 3: Register and validate your 6-digit account in all the tire categories you manage FIRST!
2. Set up your Subaccounts to give them appropriate permissions and access to tire categories.

Subaccount: Subaccounts are all other, non-Admin users at a location who want to access the site.

If Subaccount, Your next steps:

- Do not register yet! Ask your Main Account (Admin) holder to set your account using the instructions below.

3. Register, Confirm & Validate Your Account

Register*

1. Visit BridgestoneMarketing.com/register
2. Select a tire category in the first drop down
3. Enter your 6-digit Bridgestone Account Number
4. Enter your Zip Code or Postal Code (Canadian users – make sure there is a space after the first 3 characters) and click "Next"

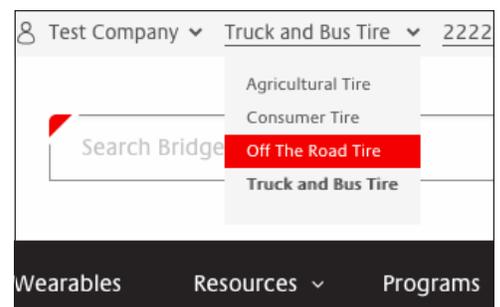
**If you are a Main Account Admin and your account has already been registered by another user, please contact our support line at Support@BridgestoneMarketing.com.*

Confirm

5. Confirm/update your profile information, create a password and accept the terms & conditions.

Validate

6. Open an email from Support@BridgestoneMarketing.com with the subject line: Complete Your BridgestoneMarketing.com Account Information. **Please check your spam or junk folder if you don't see the email.**
7. Click the link in the email in the "Complete the Validation Process Now!" section and log into BridgestoneMarketing.com using your username and password.
8. If you have access to other tire categories, confirm and validate those accounts by clicking the "Tire Category Switcher" → at the top of the site and repeat the Confirm and Validate steps for each category.



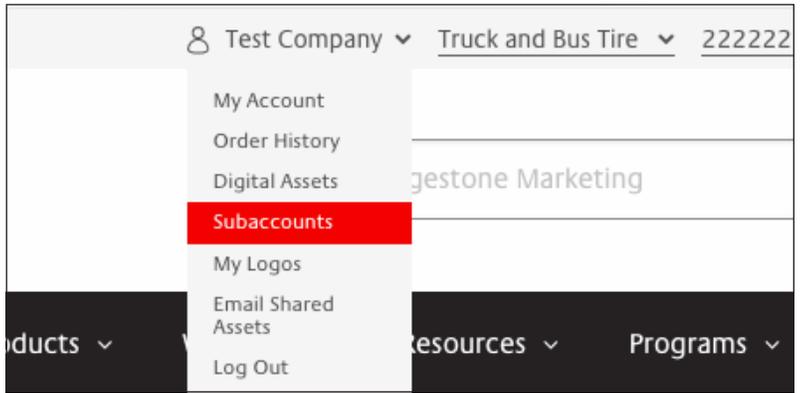
QUESTIONS?

Email: Support@BridgestoneMarketing.com | Call: 833-201-5017 | Visit: BridgestoneMarketing.com

Subaccount Instructions

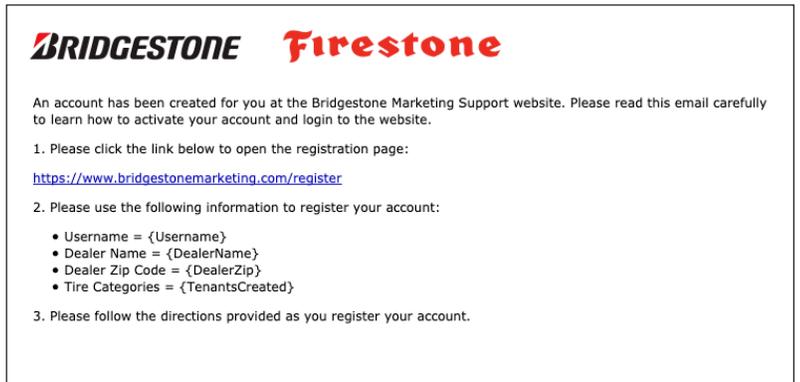
Main Account (Admin) Users – Log on & Create Subaccounts

1. Select “Subaccounts” from the Account menu at the top of the home page.
2. Click on the “Create Account” button.
3. Enter the information for your subaccount, including:
 - a. Tire Categories: drives which sites they can access
 - b. Permissions: determines if they can Download Digital Assets (only) or Download Digital Assets & Place Billable Product Orders
4. Click the “Save Account” button and submit the information.
5. Please alert your subaccount to look for an email. If they do not receive the email, click “Resend User Credentials” on your Subaccount page and have them check their spam or junk mail folder.



Subaccount User – Register, Confirm & Validate

1. Register your account using the information in the “Subaccount Created” email sent to you by Support@BridgestoneMarketing.com.
2. Confirm/update your profile information, create a password and accept the terms & conditions.
3. Validate your account by following directions in the “Complete Your BridgestoneMarketing.com Account Information” email.



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