



Wholesaler Giant's Contractor Loyalty Program Increases Online Orders

Situation:



The incentive program's primary objective was to provide a long-term loyalty program for professional trade contractors. By leveraging the company's existing e-commerce platform, the program was designed to influence contractors to order online, resulting in a lower "cost to serve" for the company while establishing a tighter bond with customers through engaging communications and millions of reward options as a result of their online sales.

Solution:

The contractor loyalty program launched with three primary offerings to entice participation and drive online orders:

- Business Benefits (offers exclusive discounts to services such as gas, Sprint, Office Depot, Enterprise)
- Score Points Online (offers points for enrollment, every purchase and on featured products)
- Bonus Point Promotions (offers double, triple, quadruple and quintuple points for specific products)



Points are redeemable for millions of items including brand-name merchandise, event tickets, travel and your favorite charities.

As a strategic priority, the program included a fully integrated marketing campaign consisting of:

- Celebrity spokesperson
- Print Advertising
- Counter POP (Point-of-Purchase)
- Digital Signage
- Online Advertising
- National Radio
- Email Marketing

In addition to points for online orders, participants were given the opportunity to earn more points by providing valuable feedback via a customer survey, offering referrals for incremental sales via a recruitment campaign, celebrating loyalty through an anniversary campaign and keeping the company top of mind through a Daily Trivia gamification technique.

Results:



- 77% of contractors participated
- Total average order quantity increased by 319%
- Customers in the contractor loyalty program provided 665% more monthly revenue