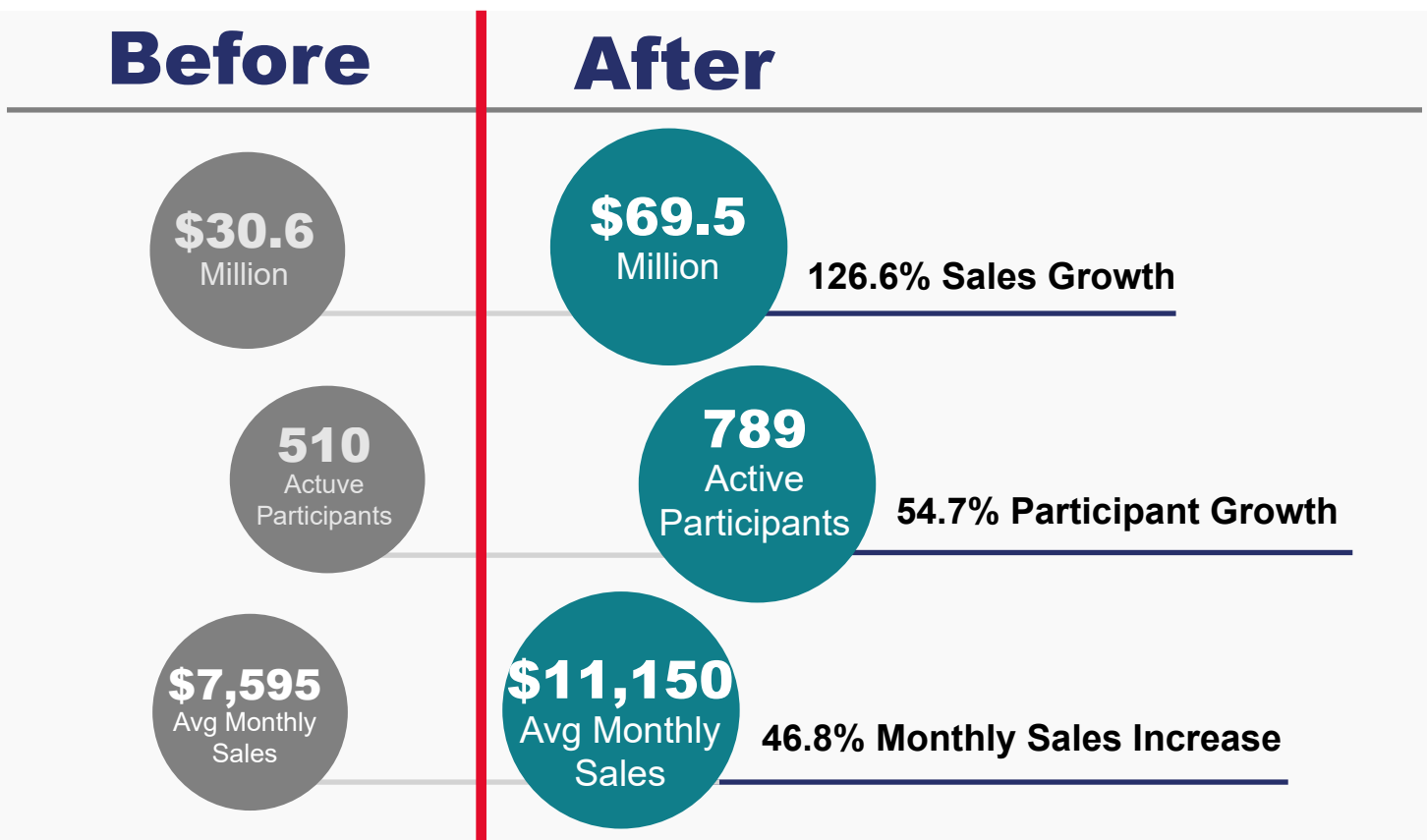


2x revenue growth!

A leading distributor of water movement solutions set out to motivate dealers by rewarding them for eligible sales. Dealers who met a \$10,000 annual purchase minimum qualified for the program. For each dollar of a qualifying sale, dealers earned one reward point. They could then spend these points in an online rewards program with millions of items. To reduce liability in their points spend, the distributor set a points expiration date. Here's where they stood before and after the program's implementation:



With the help of engaging incentive program tools, we helped this client double eligible sales and prove that their dealer rewards program grew revenue. Program activation and engagement strategies are important to continuously drive success in long-term rewards programs.

