

Accelerating ROI

An Award-Winning Program Uses A/B Testing to Increase Sales



KEY PROGRAM RESULTS

56%

of eligible participants **actively engaged** in the program

47%

of accounts hit their **6 month goal**

Pilot A

reward for specific product purchases saw a

3.5% Increase
YOY

Pilot B

rewarded for incremental purchases saw a

4.1% Increase
YOY

Pilot C

those not involved in the incentive program saw a

9% Decline
YOY



Accounts that hit their goal grew by

37% on average

OVERALL, The Client saw a

584% ROI
on the program

CLIENT

A leading automotive aftermarket transmission and driveline-related manufacturer.

OBJECTIVE

To increase sales and customer loyalty amongst harsh competition while successfully pushing product upsell.

CHALLENGE

Being new to incentive programs, the client wanted to know *first* if an incentive program would drive behavior and *then* whether a product-focused strategy or overall incremental growth strategy would work best when motivating their target audience.

Dealer Distributor Award Winner
Sales Incentive Award Winner
A/B Testing Program Award Winner



SOLUTION

HMI designed and managed two solutions with differing earning structures to test which one would work best for the audience.

Personalized 6-month purchase goals were crafted based on a percentage of growth from the prior year's purchases for all customers. Customers had to reach their purchase goal before they could redeem points.

The pilot program ran for 6 months and provided a core offering to dealer/distributor customers of 2 points earned per dollar for each \$1 spent.

Customized leaderboards provided sales teams with progress updates and competitive comparisons with other sales teams, creating a friendly but competitive culture and encouraging dealer sales reps to get participants engaged more often and hitting goals.

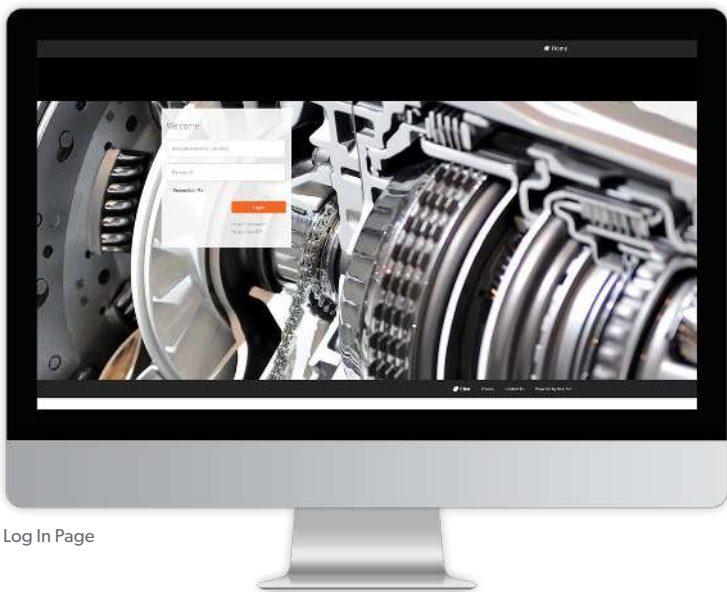
Pilot A targeted a population of 988 customer accounts. In addition to points earned from purchases, customers also earned 1,500 points for each strategic product purchased.



Pilot B targeted a population of 1,172 customer accounts. Instead of points earned for strategic product purchases, customers earned 6 points for each \$1 purchased after meeting goal.



Pilot C, or the control group, was made up of customers not offered the test program. These customers were not rewarded for any purchase behavior.

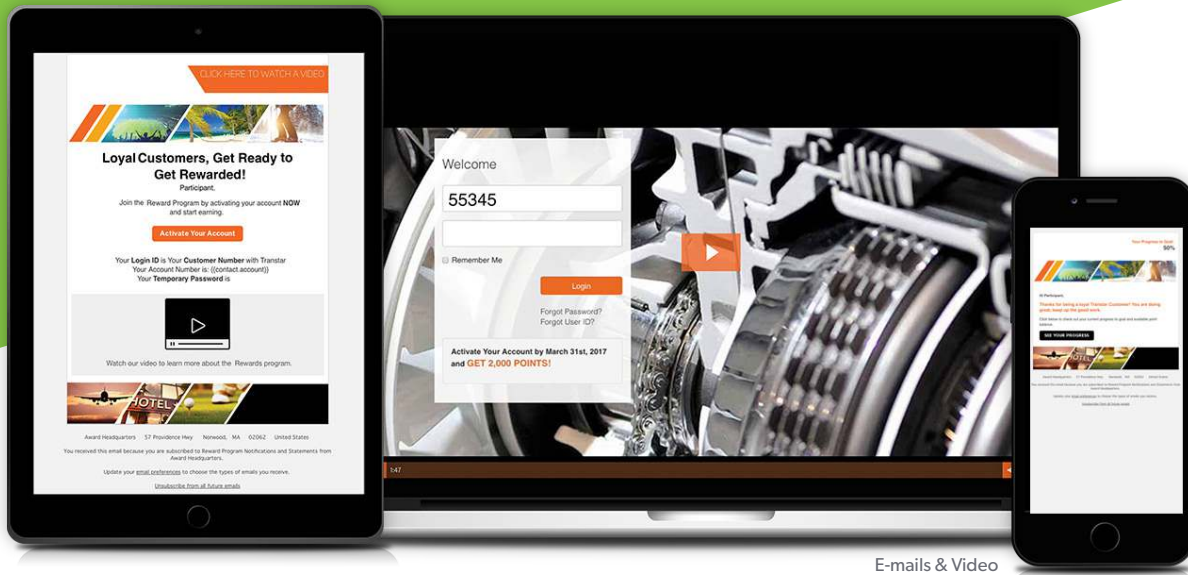


Log In Page



Brochure





E-mails & Video

STRATEGY & IMPLEMENTATION

Award Opportunities

- Travel packages
- Event tickets
- Experiential rewards
- Brand-name merchandise

Marketing & Technology

- Announcement brochure and email
- Promotional post card mailings
- Custom welcome emails for both Pilot A and B
- Custom announcement videos for both Pilot A and B
 - Both versions were later updated with bonus info after launch
- Custom monthly progress-to-goal communications
- Aided by an extensive marketing campaign conducted by the client

Program Design

- Online reward platform
- Personalized goal tracking across a multi-rule structure
- Dedicated incentive program management team
- Custom-designed sales leaderboards
- Weekly progress-tracking and strategic monitoring
- Online catalog with order tracking

In-Depth Results Analysis

- A/B Testing was used to eliminate extenuating circumstances, such as co-occurring promotions, from the incentive program results and unique ROI and helped to determine the best earning structure.

“Customer engagement was much greater than we anticipated. In a market that was declining... the results of these programs were very positive... The ROI on the program was better than predicted [and] customers were thrilled to be rewarded for their purchases.” — Client feedback