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

**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.

**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**
  - Reward 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**

**Awards**
- Dealer Distributor Award Winner
- Sales Incentive Award Winner
- A/B Testing Program Award Winner
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.
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