

Manufacturer Uses Incentive-Based Marketing Campaign to Boost Mobile App Adoption by 205.9%



Incentive Solutions

Client Profile

This global lift truck manufacturer is known for their reliability, low cost of ownership, and aggressive growth. This manufacturer uses a dealer incentive program as a competitive differentiator in their channel, with a high degree of emphasis on enablement, education, engagement, and communication.

The Problem

As a forward-looking leader in their channel, this lift truck manufacturer added a mobile app to their dealer incentive program this past year. Their dealer mobile app improves the accessibility of their program and the manufacturer's ability to engage dealers, differentiate their rewards programs, and build loyalty in their channel. However, initial adoption for the mobile app was slow...

Promotion Goal



Goal 1: Use incentive-based marketing to accelerate adoption of their dealer incentive mobile app.



Goal 2: Use limited-time point bonuses to encourage dealers to submit sales claims from the mobile app.

Our Recommendation

The lift truck manufacturer turned to Incentive Solutions for help in accelerating adoption for their dealer incentive mobile app. Our Communications Specialists designed a custom, multi-touchpoint incentive-based marketing campaign, designed to incentivize dealers to download the mobile app by creating awareness and educating them on its value proposition:



Custom Emails

Three emails were delivered to target dealers across a three month span, explaining the benefits of the mobile app.



Direct Mailers

Two direct mailers were sent to dealers. Direct mail has a 4.4% response rate compared to 0.12% for email (DMA).



Push Notifications

Once dealers downloaded the mobile app, they were sent three push notifications to motivate them to submit sales claims.

The campaign included two different CTAs at different stages – one for downloading the app and one for submitting sales claims through the mobile app. The *Performance Tracking* software module was used to create exclusive, limited-time bonus point promotions to inspire these actions, as well as to provide streamlined mobile app sales claim submissions.

The Results

205.9%

Increase in Mobile App Users

Across 16 weeks, the lift truck manufacturer increased their mobile app users by 205.9%.

543

Sales Claim Submissions

Using *Performance Tracking's* intuitive sales claim submission tool, 58 dealers (22.3% of app users) submitted sales claims from the mobile app over the incentive-based marketing campaign.

48.3%

Email Open Rates

Dealers were extremely receptive to reward program-related emails. Open rates for all incentive-based marketing emails averaged 48.3%, and click through rates were 11.3% (143.7% and 419.7% higher than [manufacturer email benchmarks](#)).

Conclusion

By inspiring dealers to download their dealer incentive program mobile app, the lift truck manufacturer was able to get them enrolled and invested into a loyalty marketing funnel that they will be able to use to capture mindshare and create brand preference. The easy-to-use sales claim submission feature will improve the data quality their dealers provide and differentiate their rewards programs from their competitors'. Furthermore, the ability to structure multiple promotions will empower the manufacturer to target specific initiatives for growth through their program.

