

A Manufacturer of Plumbing and HVAC Solutions Strengthened Brand Loyalty with Contractors, Increased Tubing Sales by 15% with a B2B customer loyalty program



Client Profile:

This 100-year old manufacturer sells nearly 20,000 different HVAC and plumbing products to a worldwide customer base.



Situation:

The manufacturer of plumbing and HVAC products was at a crossroads. After detecting a steady drop in competitor prices of 1/2" and 5/16" tubing products, the manufacturer faced two choices, both potentially risky: join the price race to the bottom, or establish a new value proposition with contractors while keeping prices stable. The manufacturer chose the latter.

Their solution? An online dealer incentive program designed to reward contractors and plumbing professionals for sales, by length, of 1/2" and 5/16" tubing.



Solution:

The company's vision was simple – show contractors their tubing products were worth it. But they knew rewards alone weren't enough to influence contractor buying behaviors. What they needed was an online incentive program capable of:

- ✓ Tracking sales performance in real-time,
- ✓ Verifying tubing purchases on-the-spot,
- ✓ Educating contractors on their products,
- ✓ Instantly and unexpectedly rewarding contractors for desired behaviors.

Easy-to-use Incentive Technology:

So, the manufacturer brought on three Incentive Solutions' add-on modules: the Performance Tracking, Quick Points and Learn and Earn modules. Packed with specialized tools and features, these add-on modules made managing the incentive program easy for program administrators and interesting for participants.

- ✓ The Performance Tracking Module: This module helped admins track the success of each sales promotion and made it easy for contractors to verify their purchases on-the-spot.
- ✓ The Learn and Earn Module: Contractors earned reward points just for learning more about the manufacturer's products, influencing contractor behavior.
- ✓ The Quick Points Module: For exceptional cases, exceptional point reward amounts were given to contractors unexpectedly. Namely, contractors buying large amounts of tubing.

Incentive Rewards for Everyone

With over 4,000 contractors to incentivize, the manufacturer knew one size fits all rewards wouldn't work. Instead, they looked to Incentive Solutions' online reward catalog. Stocked with millions of trendy rewards, contractors redeemed their reward points for event tickets, merchandise, travel and more.

Incentive Marketing that Gets It:

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In collaboration with Incentive Solutions, the manufacturer launched a marketing campaign to max out enrollments and participant engagement. The targeted marketing campaign included:

- ✔ Targeted print advertisements: once-monthly ads in trade magazines, ads in manufacturer publication, and flyers
- ✔ On-page advertisements on the manufacturer and customer's websites
- ✔ Digital advertisements: eBlasts and YouTube videos
- ✔ And, a personal, in-person touch – trade shows



Results:

- ✔ 62% of contractors participated
- ✔ Contractors were twice as likely to buy 1/2" and 5/16" tubing
- ✔ Tubing sales increased 15% between 2015-2017

Easily redeemable reward points kept the manufacturer and their incentive program top of mind with contractors shopping for tubing products in the market.