

## Marketing

- Drastically higher open & click rates than industry standards for automated marketing emails related to a rewards program.
- Rewards can be used to build a database by incentivizing channel partners to provide contact information & marketing data for themselves and for end consumers.
- An incentive program can be used for a customer loyalty marketing campaign to gain access to new verticals with existing accounts.
- Incentive programs can be structured to discover new accounts by using an open enrollment strategy, attaching point certificates to merchandise, or through a referral program.

## Sales

- Accounts who are part of a B2B loyalty program often increase their order size & order frequency.
- Channel partner incentive programs can be used to generate demand and motivate distributors, dealers, contractors, and wholesalers to recommend more of your product to the end consumer.
- Reward programs can be used to nurture accounts and create engagement by communicating immediate, tangible value.
- Using rewards to personalize relationships with accounts creates relationship capital, which is hugely important for B2B sales.