B2B Data You Can Gain From Two-Way Reward Program Integration

Incentive Program Registration Form

Purchase history, channel partner type, region, and revenue contribution information helps you segment incentive program participants according to these attributes and others.

Your CRM System

With an open enrollment incentive program form, you can capture updated or new contact information, reward interests, demographic data, information about distributorships, dealerships, or contractor bases.

Your Corporate Website

When your incentive program participants sign into the program through your corporate website, you can use user ID tracking to follow their activity and engagement throughout your site.

Single Sign-On Incentive Program

Website activity such as downloads, page visits can tell you more about channel partners' product and service interests or needs. You can then add them to relevant reward campaigns and sales promotions.

CRM & Marketing Automation System

Because incentives are personally relevant and valuable to your channel partners, incentive marketing tends to earn better engagements and response rates than typical marketing efforts. Use these responses and analytics to inform your sales and marketing strategies.

Incentive Marketing Analytics

A history of your participants' product knowledge, interests, peak engagement hours and days, or slow/busy seasons can help you determine which sales promotions and incentive campaigns they should be part of.

Sales Enablement Software

Training incentives promote greater levels of webinar, certification, quiz, or trivia participation. This allows you to identify knowledge gaps or education opportunities and build personalized sales enablement assets accordingly.

Training Incentive Program

A history of your participants' product knowledge, interests, resource downloads, and customer connections can help you determine which training content is most relevant and useful to them.