

# Dealer incentive program increases online sales 10x!

## CLIENT

One of the nation's largest independent distributors of tires to the replacement market, serving independent dealers in 35 states.

## SITUATION

Distributor wanted to increase awareness and use of their online services and ordering tools. Their goal was to enable their dealers with superior customer service to compete more effectively against national chain stores. They needed a vehicle to complement their online offering, motivating in-bound traffic and e-commerce activity.

## SOLUTION

A points-based incentive program rewarded dealers for orders placed through the distributor's feature-rich website.

A series of communication pieces were sent to program participants to explain the program, create excitement, and motivate action, including:

- A **custom program brochure** revved up enrollment during the program launch with information on how to enroll, earn points, and choose rewards.
- A **postcard** announced the program prior to its launch, generating interest by teasing a preview of available rewards

*“One reason we chose Incentive Solutions as our partner was for the quality and diversity of its awards. The program becomes meaningless to the distributors if there's nothing of value in it for them.” — Company Director*

## RESULTS

Registered website users **tripled.**

Website usage increased by **80%.**

Online sales increased **10X!**

The online sales increase **slashed selling costs** and **enhanced profit margins.**

