



Loyalty, Reward & Incentive Programs

DISTRIBUTOR REWARD PROGRAM: CATEGORY-BASED BONUS OFFER

CASE STUDY



Distributor Reward Program

This Lift & Shift client is New Jersey’s largest independent distributor of Auto Parts. Buy Wise Parts Perks is a valued-added component of their Aftermarket Service Center support program.



Member Benefits

Members of the Buy Wise Parts Perks program earn Miles/Points on all qualifying purchases made with Buy Wise Auto Parts.



The program features multiple reward tiers based on monthly purchase levels, so the more a member purchases each month, the faster Miles or Points accumulate.

In addition, a Growth Bonus is offered, providing a point multiplier on monthly sales growth exceeding targets vs. the previous year.



Bonus Offer Promotion

In order to increase sales in the Radiator, Water Pump and Timing Kit category, Buy Wise offered a 2x multiplier on these purchases. This meant that, depending on the monthly rewards tier attained, products from this category could be **worth up to 6X the base level of miles/points.**

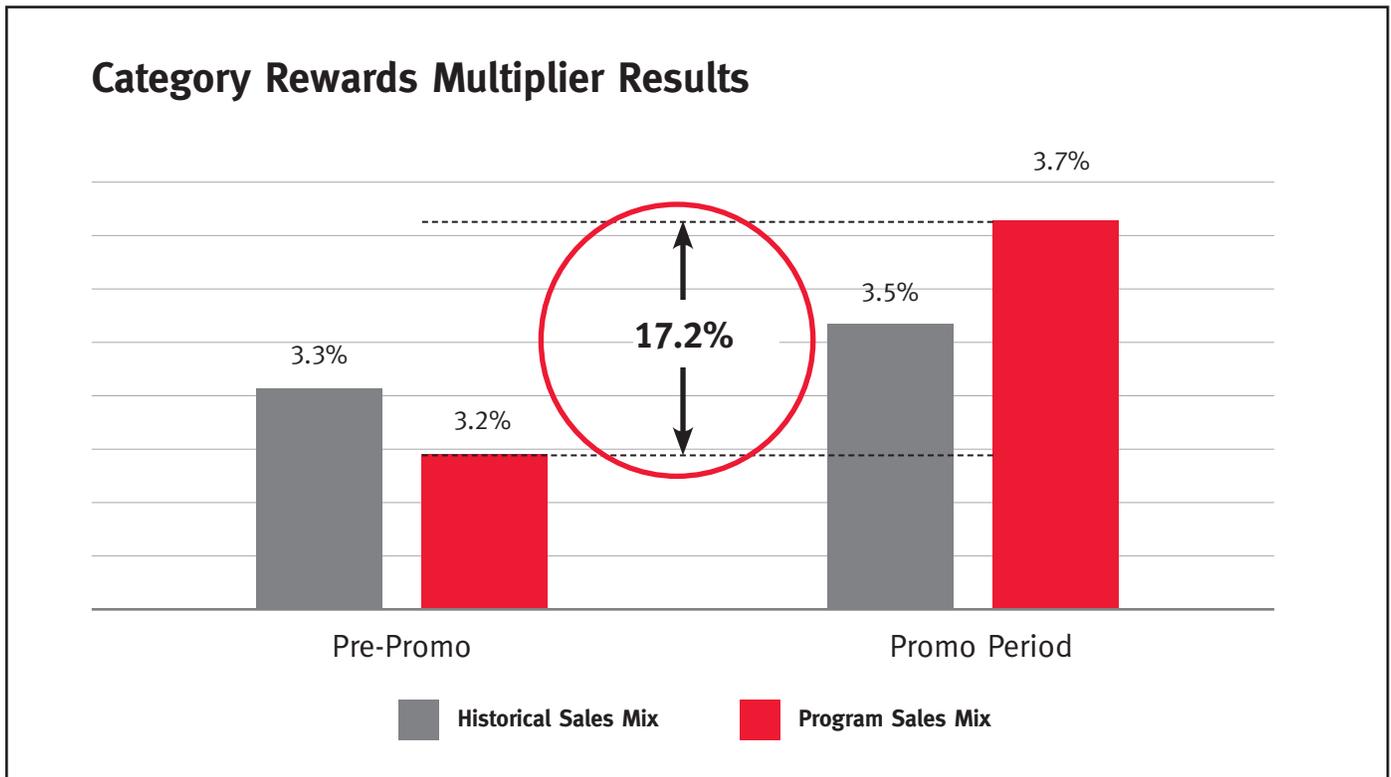
In the 90 days prior to the promotion, feature item sales were running just below the historical levels of the previous year at 3.2% of the overall sales mix for program members.



Bonus Offer Impact

During the promotional period, this nominal declining trend was reversed, with reward-earning merchant purchases showing **a sales mix increase of 17.2%**.

Further, by comparing the pre and post-promotion member purchase patterns, Lift & Shift was able to demonstrate incremental sales leading to a very healthy **ROI of \$10.58 in additional sales for every \$1 awarded in bonus points** for all feature item purchases.



Results from this program show:

- Negative sales trends can be reversed through effective use of Bonus Offers
- Bonus Offer Tiers, based on member purchase volumes, provide not only an everyday incentive to increase purchases, but can also add to promotional impact.
- A properly structured bonus offer pays for itself through a positive ROI

To learn more about driving sales through effective bonus offers, please contact us to set up a demo.

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