



Coalition Reward Program

This coalition reward program is a co-operative venture between multiple non-competitive vendors in the Awards and Personalization Industry. Program “partners” include multiple distributors as well as equipment and consumables manufacturers, all leveraging a common reward program targeting trophy shop owners and signage shop retailers.



Participant Benefits

The retail shop owners benefit from being able to more quickly accumulate their favorite reward points or travel miles due to being able to earn them from purchases at any of the partner vendors.



The vendors benefit from a shared program cost structure, the ability to be visible to their partner company’s customers (new customer acquisition opportunity) and a more engaged customer thanks to greater reward earning capacity



Bonus Offer Promotion

One manufacturer recently wanted to promote the sale of a newly launched product and sponsored a 6X bonus reward offer on purchases of that product through a participating distributor.

In the 60 days prior to the promotion, feature item sales were running at 0.05% and 0.11% of the distributor’s total sales mix for non-program members and program members respectively.

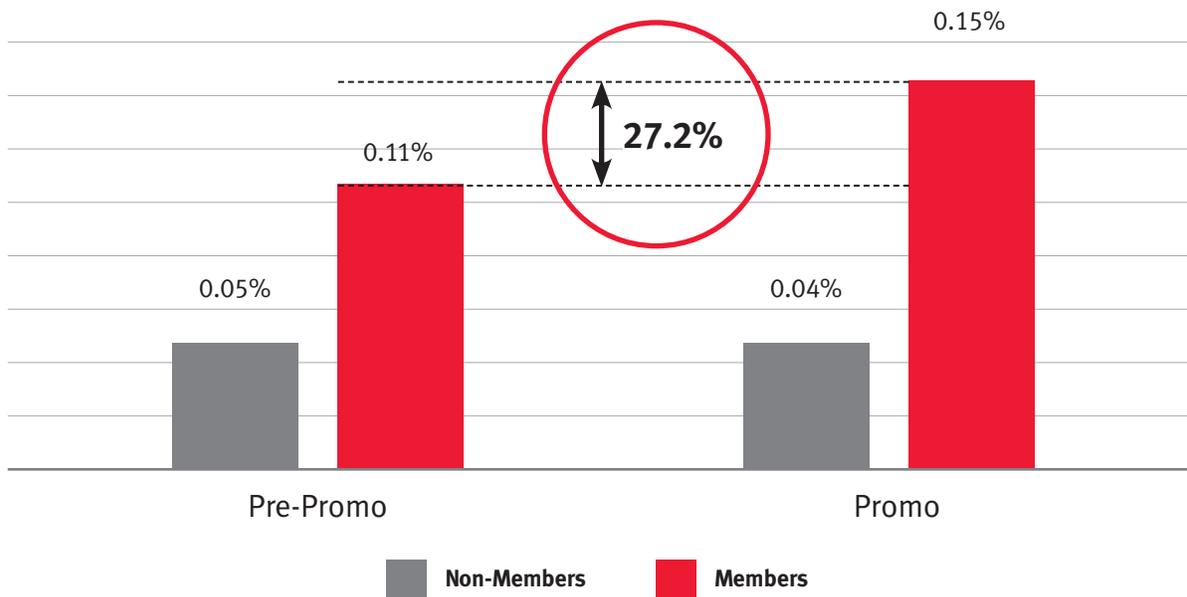


Bonus Offer Impact

During the promotional period, while non-reward retailer sales mix declined slightly, reward-earning merchant purchases **drove a sales mix increase of 27.2%**.

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 \$22.67 in additional sales for every \$1 awarded in bonus points** for all feature item purchases.

6X Vendor Funded Offer Results



Results from this program show:

- Program members tended to purchase the new product more than the average customer
- Added purchase incentive, in the form of a Bonus Offer, was able to widen that gap even more
- A properly structured bonus offer is usually self-funding
- The result is a win-win-win for the manufacturer, distributor and customer

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

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