

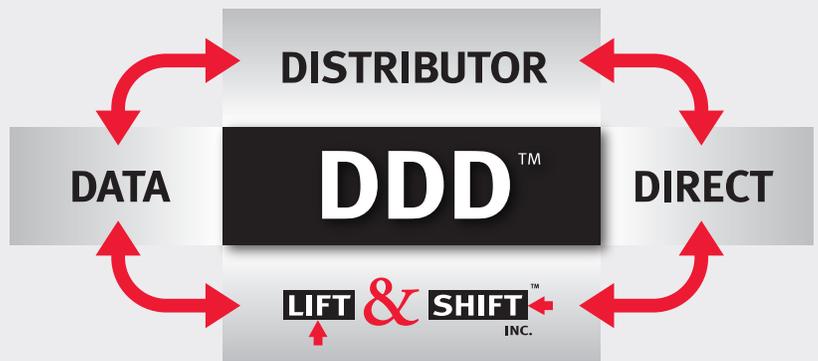
MANUFACTURER USING DISTRIBUTOR DATA DIRECT™

For manufacturers in many industries, getting product to market relies heavily on the use of wholesale distributors (WDs). The distributors tend to be very protective about their relationships with end users, resulting in the manufacturers having limited details about who actually buys what, how much and how often.



This lack of downstream customer data can dramatically impede a manufacturer’s ability to offer an “easy to use” reward program as the end user needs to submit proof of purchase documentation to fill the void; this effort often results in very limited end user participation and overall program penetration remains low.

Lift & Shift recently introduced a simple and effective work-around to this long-standing problem; we now act as an impartial 3rd party “data center”, working with the manufacturer and their distributors to aggregate purchaser data and facilitate reward earning – while keeping all customer details separate.



Eligible reward transactions from each distributor are vetted and approved by Lift & Shift using the manufacturer’s qualification criteria, enabling the distributor’s customers to benefit from the reward program and driving sales for the manufacturer – but without the WD having to disclose sensitive customer contact details.

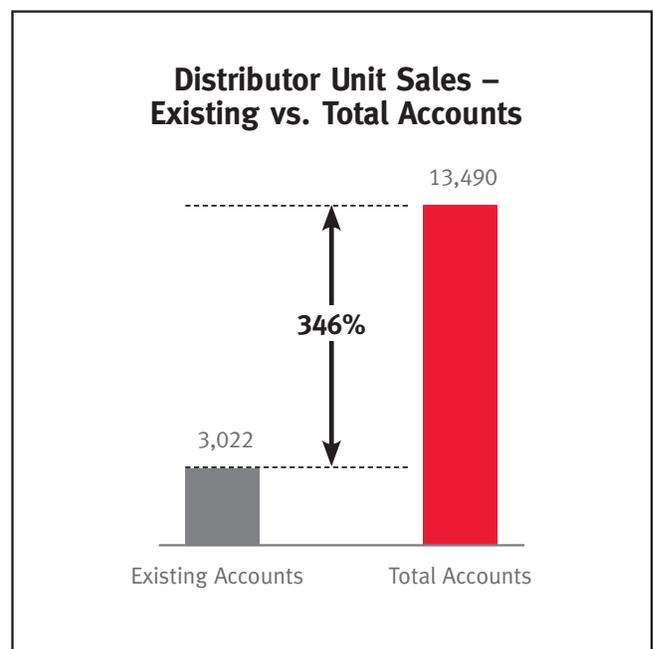
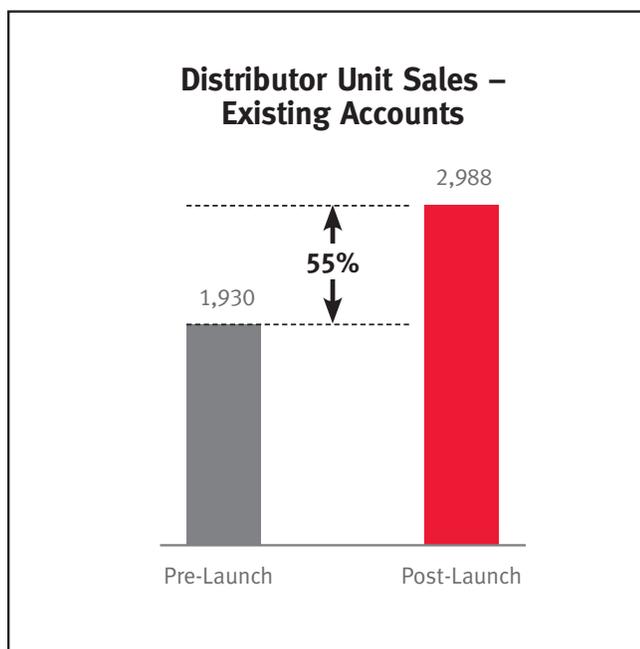
Distributor Data Direct™ Impact



This manufacturer produces packaged goods for the car care segment, selling through wholesale distributors, and launched the Lift & Shift reward platform in 2016. The program targets two important stakeholder groups: retailers who stock their products and the distributor sales team to help grow accounts in an under-developed territory.

This facet of the program featured key performance-based incentives including 5X the points for sales growth exceeding 10% to existing accounts as well as 4,000 bonus points for opening a new account (minimum purchase required).

These tactics have contributed to unit sales growth of 55% through existing accounts and a substantial increase in the number of accounts leading to total unit sales 346% higher vs. existing accounts only.



Results from this program show:

Manufacturers can directly impact end-user purchase decisions while still maintaining an “arms-length” distance from sensitive Distributor data

- Growth based offers are an effective tactic for targeting new or under-developed accounts
- Working in collaboration with the WD sales team, incentives for new account openings can provide a pathway to substantial overall sales growth
- Adding value to the Manufacturer/Distributor relationship is an often-overlooked benefit of a Manufacturer’s rewards program

To learn more about this innovative new reward feature, please contact us to set up a demo.

Toll-Free: 1.866.488.8177 Ext.1 **Web:** www.lift-and-shift.com