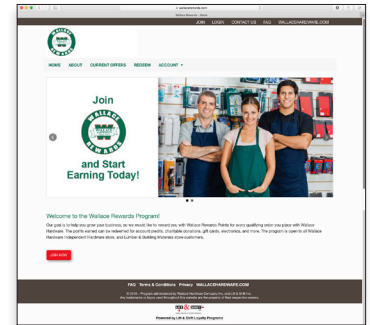




## Distributor Reward Program

This Lift & Shift client is a regional supplier in the distribution of hardlines, lumber and building material products.

Members of the distributor reward program earn points on all qualifying purchases of participating vendors. Vendor offers are tied to their company sales goals and can focus on growth, new account openings or on specific products/categories.



Reward Website

## Bonus Offer Promotion

In order to drive incremental revenues in the tools category, this vendor offered a tiered growth bonus incentive with **up to 5X** multiplier on year-over-year **growth of +25%** during the promotion period. Tiers started at **+10% growth earning 2X points, +15% earning 3X points and +20% earning 4X points.**

Earn **1 Mile/Point** for every **\$5** spent on all Crescent purchases **PLUS**

**Earn 2X to 5X Miles/Points** when you purchase more Crescent tool products in 2018 than 2017.\*

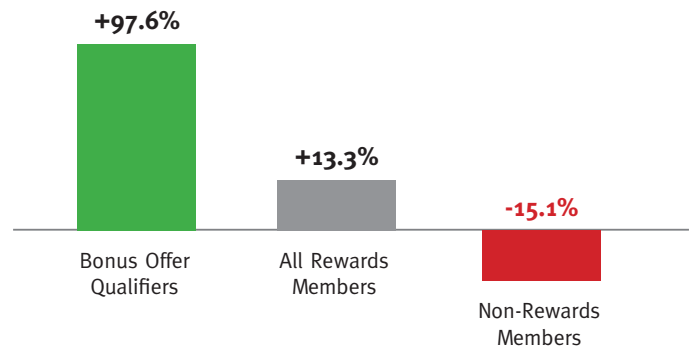
* Yr. over Yr. Growth
10% - 14.99%
15% - 19.99%
20% - 24.99%
25%+

Bonus Offer Amounts
2X Miles/Points
3X Miles/Points
4X Miles/Points
5X Miles/Points

## Bonus Offer Impact

- During the promotion period, **34% of participating dealers increased their purchases** of vendor product **+97.6%** year-over-year.
- Among all participating members, **year-over-year purchases increased +13.3%** for the vendor's product during the promotion period. **Non-members purchases declined (-15.1%)** during the same time period.
- Bonus offer reward members generated a ROI for the participating vendor of **\$12.13 in additional sales for every \$1 awarded** in bonus points.

### Vendor's Year-Over-Year Sales Growth



## Results from the program show:

- Growth tiered bonus offers provide the customer an incentive for increasing their purchases which generates incremental revenues and profits for the participating vendor
- 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.

**Toll-Free:** 1.866.488.8177 Ext.1    **Web:** [www.lift-and-shift.com](http://www.lift-and-shift.com)