

## Incentives Improve Email Open and Click Rates for Major Tire Manufacturer

A global Fortune 500 tire manufacturer, selling billions of dollars' worth of tires a year zoned in on a network of small dealers that presented the greatest opportunity for growth. The client wanted to send more effective, personalized communications to this audience, but the network was large and fragmented, and our client lacked critical marketing data.

# 268%

Increase in dealer incentive participant email open rate

# 780%

Increase in dealer incentive participant email click rate

## Solution

We built a module-based dealer incentive program that automated the sales claims submission and reward redemption process. This incentivized the dealers to supply back marketing data while prioritizing our client's products.

### Tech Tactics

- **Integrated Services Module** - Made it easy for targeted dealers to log directly into the program from the corporate website, engaging them in the program immediately.
- **Organizational Structure & Advanced Reporting Module** - This module simplifies segmenting of target accounts by region and size, allowing prioritization of certain verticals.
- **Leaderboard Module** - Dealer managers are able to see how their locations rank against others, sparking friendly competition and interest in the program.

Results	Benchmark	Industry Standard (Manufacturing)	Dealer Incentive Participants
	Email Open Rate	20.51%	55% (↑ 268%)
	Email Click Rate	2.18%	17% (↑ 780%)

The manufacturer improved their marketing results while collecting missing account data. Over 25% of eligible independent dealers participated in the program, buying more tires from our clients and exchanging the sought-after marketing data.