

# 8x Increase in Annual Sales

In collaboration with Extu, a leading building materials supplier rolled out an innovative customer loyalty initiative. Aimed at their top-tier customers, qualifying purchases were rewarded with points, which are redeemable in our extensive online catalog. The loyalty program wasn't just about boosting sales revenue, though; it was a strategic move that leveraged Extu's incentive management services to optimize the supplier's efficiency and resource allocation.



**8x**  
Increase in Annual sales

## Before/After Comparison

<p><b>Before</b></p>	<p><b>30.6 Hours/wk</b> 80% of their time was spent fulfilling redemptions.</p>	<p><b>\$20K Sales</b></p>
<p><b>After</b></p>	<p><b>0 minutes</b></p>	<p><b>\$164K Sales</b> 8x increase in annual average sales</p>

At Extu, we understand that successful incentive programs need focus and dedication. But don't worry, we handle all the hard work. With 30 years in the field as incentive and channel marketing masterminds, we run lean and potent programs, letting you enjoy the impressive outcomes without the time-consuming hassle.