

Wholesaler's Contractor Loyalty Program Increases Online Orders

The client is the largest U.S. distributor of plumbing supplies, PVF, waterworks, HVAC equipment, and industrial products.

They wanted a long-term loyalty program targeted at professional trade contractors that influenced them to order online, resulting in a lower "cost to serve" for the company and stronger relationships as a result.



319%
Increase on average order quantity

Solution

By leveraging the company's existing e-commerce platform, we launched the program with three offerings designed to drive participation and online orders:

- **Business Benefits** – Exclusive discounts
- **Score Points Online** – points for enrollment and purchases of specific products
- **Bonus Point Promotions** – 2x-5x points for specific products

As a strategic priority, the program included a fully integrated marketing campaign consisting of:

- Celebrity Spokesperson
- Print Advertising
- Counter POP (Point-of-Purchase signage)
- Digital Signage
- Online Advertising
- National Radio
- Email Marketing

In addition to earning points for orders, participants could also earn them for providing feedback via surveys, offering referrals for incremental sales via a recruitment campaign, celebrating loyalty through an anniversary campaign, and keeping the company top of mind through gamification techniques.

Results

77%

Of contractors participated

319%

Increase on average order quantity

665%

Increase in monthly revenue from participating customers