

## Online Reward Program Increases ROI for Data Distributor

A global provider of data, telecommunication, and infrastructure solutions had previous incentive programs that were unsuccessful. Participants were unhappy with how long it took to get rewards and the reward selection itself. The client had two goals:

- Increase sales
- Provide an exciting, easy-to-use platform

# 500%

Most successful ROI

## Solution

The online reward program we launched targeted distributor sales reps and branch managers and gave them an opportunity to earn a percentage back for every dollar spent on the company's products. In addition, we made sure they got their rewards on time.

### Modules Used

- **Performance Tracking:** This module ensured program admins could schedule, manage & track multiple, simultaneous promotions.
- **Learn & Earn:** This fun module rewarded participants for completing daily trivia, classes, and for learning more about the product – which is likely to cause them to choose this product more in the future.

### Results

## 21

Promotions ran over two years

## 196%

Least successful ROI

## 500%

Most successful ROI