

Dealer Incentive Program Increases Online Sales

One of the nation's largest independent distributors of tires to the replacement market, serving independent dealers in 35 states.

The company wanted to increase their brand awareness and adoption of their online services and ordering tools, driving inbound traffic and e-commerce sales.

80%
Website Usage Increase

10x
Online Sales Increase

Solution

The incentive program rewarded dealers for orders placed through the company's website. A series of communications were sent to participants to announce the program, explain how it worked, and drive excitement:

- A program brochure amplified enrollment during launch with information on how to enroll, earn points, and choose rewards.
- A postcard announced the program ahead of launch, creating interest by teasing available rewards.



One reason we chose Extu as our partner was for the quality and diversity of their rewards. The program is meaningless to distributors if there's nothing of value in it for them.

- **Company Director**

Results

3x

Registered Web Users

80%

Site Usage Increase

10x

Online Sales Increase