

Electric HVAC Manufacturer Increases Sales

One of the world's largest electric cooling and heating companies.

The company wanted to sell more ductless HVAC units and knew the best way to do so was with a strong incentive program. They chose to incentivize contractors to learn more about, and ultimately promote, quote and drive sales of them to customers.



307%
Return on Investment

Solution

We built an incentive program that targeted HVAC dealers and contractors. The goals were to:

- Increase sales of ductless HVAC units
- Increase market share and awareness of the new product line

The program was announced internally and to distributors two months prior to launch. Contractors received information about the program through direct mail, social media, and email reminders were sent to encourage registration.

Contractors received points for entering sales of eligible products into the platform. Once approved, they were awarded a reloadable branded VISA card. Their awards were continuously loaded for all eligible product sales.

Results

45%

Growth for eligible units claimed as part of the program

307%

Return on Investment