



2x Revenue Growth

In a strategic partnership with Extu, a leading distributor of water movement solutions took a bold step to invigorate dealers, introducing a reward system tied to sales. The entry point was set: \$10,000 in annual purchases. From that point on, every dollar from qualifying sales turned into a reward point, which is redeemable in Extu's extensive online rewards catalog. With points expirations as a clever liability check, here's how the landscape shifted, pre- and post-program:

2x
Revenue Growth

Before	\$30.6 Million	510 Active Participants	\$7,595 Avg Monthly Sales
After	\$69.5 Million (126.6% Sales Growth)	789 Active Participants (54.7% Participant Growth)	\$11,150 Avg Monthly Sales (46.8% Monthly Sales Increase)

With Extu's dynamic incentive program tools, we assisted this client in doubling eligible sales, demonstrating that their dealer rewards initiative directly fueled revenue growth. Our targeted program activation and engagement strategies played a vital role in sustaining and propelling success in long-term rewards programs. It's not just about launching a program, it's about continuously pushing it toward higher ground.