



# Building Supply Company Increases ROI by 223%

Dealer uses Extu, data-driven loyalty program, successfully enhances engagement, grows sales.

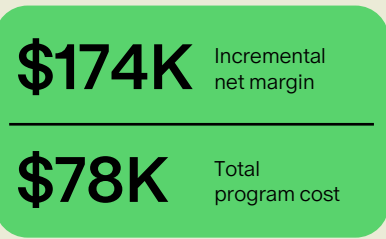
# 223%

Increased ROI

Dealer sought to increase loyalty and market share among 100 of their high-potential, at-risk builders. With Extu's assistance, they introduced a loyalty program to award points for purchases, incentivizing increased spending. This program successfully enhanced customer engagement, fostered loyalty, and encouraged sales growth.

## How

With a structured point system, this dealer awarded 1 point for each dollar spent, and a bonus reward system offering 4 points for each dollar spent above the previous year's amount. Additionally, they secured more business by randomly awarding points as incentives for truck load sales and expanding the program to their entire customer base.



## Results

With sales growing 14% in the first year from participants, this dealer saw consistent growth from participating contracts over non-participating contractors over next two years.

