



Building Supply Company Sees 11:1 ROI on Revenue

Extu helped this building supply dealer increase engagement and sales using a data-driven loyalty program.

11:1 ROI on Revenue

A building supply dealer came to us for a solution that would increase loyalty and market share among 100 high-potential, at-risk contractors. 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 contractors 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.

1 point for every \$1 spent

4 points for every dollar spent over prior year's volume

Results

In the program's first year, sales among contractors participating in the program were 14% higher than those not participating in the program.

Over the next three years, the dealer saw 38% more growth from their program participants over their non-participants.

14%
more sales
from participants vs non-participants in program's first year

38%
growth
from program participants vs. non-participants over 3 years