

Driving Momentum:

A Global Tire Brand Accelerates Rebate Performance Period After Period

How does a globally renowned tire manufacturer known for exceptional innovation, quality, and service reward loyal customers? With a rebate program that drives sales performance, creates urgency, and outdoes itself period after period.



The Challenge

The manufacturer needed a rebate experience that could reward customers for multiple different products without losing momentum from one promotional period to the next.

The Solution

Extu designed and managed a high-performance rebate program built for simplicity, speed, and sustained impact. The program is seamless for participants and increasingly profitable for the manufacturer.

Customers who purchased a qualifying set of four tires during a promotional window earned a predetermined reward delivered via prepaid debit card. The submission process was streamlined and user-friendly, with a 45-day post-promotion claim window that balanced urgency with convenience.

Behind the scenes, Extu optimized the structure and execution of each rebate period to encourage stronger engagement and maximize participation.

The Impact

What began as a simple loyalty initiative evolved into a repeatable revenue engine. With a streamlined rebate experience and strategic promotional structure, the brand continues shifting sales into high gear, period after period.

The Results

The outcome? Consistent acceleration.

15%+

average sales volume lift per promotional period

Over
20%

stronger performance in the final third of each promotion compared to the first two-thirds

Not only does each rebate period outperform the last, but the built-in urgency and optimized execution create a powerful end-of-period surge.