Unmute the Program:

Monthly Campaigns Transformed Dealer Engagement for Marine Manufacturer

In a market where one brand is synonymous with marine electronics, a manufacturer needed dealers to think twice before defaulting to the competition. They had a dealer incentive program but weren't maximizing engagement. When they did, reward redemptions tripled.

The Situation

Extu's marine manufacturer client faced strong competition despite a century of pioneering advanced navigation, imaging, and autopilot technology for recreational and commercial vessels.

The manufacturer partnered with Extu to run an incentive program that motivated dealers to recommend their products over the competition. The program launched with a solid foundation, rewarding dealers for qualified sales. To start, the manufacturer kept program communications minimal while they assessed how dealers responded to outreach from a third-party incentive provider.

The Solution

After running the program for a year, Extu saw that dealers were opening and clicking program emails at strong rates. The data showed dealers were curious, motivated, and paying attention.

With dealers reacting positively to current communications, Extu suggested turning up the dial on engagement. When the manufacturer agreed, Extu executed a Communications Plan that included marketing campaigns designed to stimulate program activity and reward redemption.

The Results

Program activity was transformed immediately.

In the first quarter the Communications Plan was in place, logins increased 73% over the previous quarter and the volume of rewards redeemed increased 2.8x. The logins increase held over the next three quarters while reward redemptions stayed 3x higher.

73%
Increase in program logins

3x
Increase in reward redemption

The Impact

Dealers actively chose the manufacturer who engaged and rewarded them over the big-name competition, and the manufacturer didn't have to increase their budget or restructure their program to achieve this. They simply used the proven Communications Plan Extu provides with every incentive program. Because dealers earned rewards for qualified sales, the 3x increase in reward redemptions links directly to increased revenue.