

Case Study: Sales Incentives

Incentives appeal to the masses

150,000 graduate students enrolled in program designed to drive preference and build brand advocacy.



Objective

- Build interest, preference, and advocacy for client products early in professional career
- Increase market share from 30 to 50 percent
- Develop compelling incentive to drive initial engagement and give encouragement to stay with the brand

Strategies

- Put in place a segmented loyalty incentive program plan
- Develop incentive rules that accommodate a defined budget
- Create a multi-media communication plan to capture and maintain the interest of a young and fast-moving demographic
- Determine the right mix of rewards based on activity

Solutions

- The web platform allowed us (through online enrollment) to segment the students based on their profiles so we could offer specific promotions
- Students were rewarded for product utilization, training, event attendance and completing research that helped establish a deeper, stronger company relationship
- Created personal, meaningful, and relevant reward offering for students allowing for choice and flexibility in the reward selection
- The program was refined intermittently and new targets determined as needed

Results

- Over 95% of students across the nation enrolled on the site
- Within two years the client increased market share from 30% to 56%
- Customer preference increased 80%
- The right mix of “do-this-get-that” rewards decreased costs and increased revenue with intelligent design, analytics, and program enhancement