

A gamified short-term promotion helps to **accelerate sales** for a manufacturer's product line while engaging participants through an "everybody wins" structure.

THE SCOPE

A major manufacturer of Automotive Aftermarket parts was looking to effectively increase the sales of a specific product while engaging their target audience of Service Advisors in the brand and their ongoing incentive program.

THE CHALLENGE

Engagement in the client's ongoing incentive program was low. If they were going to get the results they wanted from a short-term promotion, the program would need to generate a lot of excitement and inspire major participation.

THE SOLUTION

HMI ([now part of 360insights](#)) helped the client create a short-term, gamified promotion targeting the client's Service Managers and Assistant Service Managers. To maximize motivation and engagement, an "Everybody Wins" Spin-to-Win sweepstakes was formulated, a gamification system in which participants receive "spin codes" for selling a specific product.

After receiving the codes, participants could enter them into the promotion's module and "spin" a wheel to win either a Silver prize (a \$25 Amazon gift card), a Gold prize (name-brand merchandise from Bose, Fitbit, and others), or a Platinum prize (hotel bookings, Samsung Galaxy tablet, and others). The "Everybody Wins" tactic guaranteed at least a silver prize for every spin code and had no maximum number of spins that a participant could earn per spin session.

THE RESULT

The program saw an instant boom in participation, far exceeding the client's expectations. Both participation in the promotion and the number of products sold increased incrementally every two weeks. Out of the 2,218 spin codes awarded, only 72 of them went unused, resulting in a total engagement of 96.7%. In fact, the program was such an immediate success that the client increased its budget and ended up giving away an additional 1,000 more prizes than originally projected.



360CaseStudy



AUTOMOTIVE GAMIFIED ENGAGEMENT PROGRAM

COMPANY

Major manufacturer of Automotive Aftermarket products

INDUSTRY

[Automotive - Aftermarket](#)

BUSINESS OUTCOMES

- Increase Sales
- Increase Engagement

PRODUCTS USED

- [Program Engagement](#)
- [Creative Services](#)
- [Gamification](#)

THE SUCCESS

96.7%
engagement



exceeded engagement goals



incremental increases in products
sold over time

The collaboration and creative insights helped us build a highly successful Rewards Program. This work will drive customer loyalty and success in our company for years to come.

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.