

To boost engagement and participation within their loyalty program, an innovative email communication strategy was introduced, generating 40% growth YOY.

THE SCOPE

This global giant in power management and automation systems, was seeking a solution to increase account activation and enhance consistent participation with their loyalty program.

THE CHALLENGE

The challenge they faced was the common behavior of participants enrolling in a program and not returning. Despite having a decent record of program activation, the return rate to the program website was low.

THE SOLUTION

HMI ([now part of 360insights](#)), presented an innovative solution involving an [automatic email workflow](#) that responded to the participants' behaviors. An initial welcome email was dispatched as participants activated their accounts. Further emails were sent based on the participant's interaction with the initial email.

Additionally, a 'Thank You' email was sent to encourage engagement with the program, and reminders were forwarded if there was no interaction with the welcome email. This strategic and automated process played a significant role in ensuring sustained engagement with the loyalty program.

THE RESULT

These strategic and customer-centric approaches led to a 48.6% open rate and a 34.7% click rate for the initial email. Newly enrolled participants were responsible for 32% of total claims, amounting to 50% of total revenue for the recorded period. The campaign generated \$1.5 million for the client; a 40% growth from prior year results and a 20% increase in redemption from the rewards catalog.



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CONSUMER DURABLES

PROGRAM ENGAGEMENT WITHIN B2B LOYALTY PROGRAM

COMPANY

Power management and Automation Systems Manufacturer

INDUSTRY

[Electrical](#)

BUSINESS OUTCOMES

- Increase Engagement
- Make Programs Easier
- Improve Experience
- Increase Sales

PRODUCTS USED

- [B2B Loyalty](#)
- [Program Engagement](#)

THE SUCCESS

40%

growth from prior year results

48.6%

email open rate

34.7%

click rate with the first email

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.