

A regional distribution company grows business and captures mindshare through an exclusive incentive travel short-term promotion.

THE SCOPE

A regional distributor of electrical, HVAC, and Plumbing materials was looking for ways to incentivize their electrical contractors to grow their business with them. A short-term incentive travel program was devised as the solution.

THE CHALLENGE

After losing business from a major partner, the client was concerned about keeping revenue up. They started looking for ways to grow their business with current contractors, in particular hoping to increase their relative share of wallet for their contractors.

THE SOLUTION

HMI ([now part of 360insights](#)) helped the client design a short-term promotion that encouraged channel partners to purchase exclusively from the client. Participants were set a multilevel personalized purchase goal of 10% increase over the previous year's goal. Upon meeting their first tier "bronze" goal, they were rewarded with a 5-night, all-inclusive [travel trip](#) to the location of their choice. Additional "silver" and "gold" purchase goals were set, offering the added rewards of more nights in the vacation package. Finally, meeting the highest "platinum" purchase goal rewarded participants with a luxury merchandise item as a bonus.

THE RESULT

The program garnered \$2.5 million in revenue for the client, with the target group boosting their sales by 39.2%. Finally, the program achieved \$350,000 gross profit dollar growth for the client. The short-term promotion was so successful, in fact, that the client decided to build out a longer-term points program to motivate further growth from contractors.



360CaseStudy



CONSUMER DURABLES

MULTI-LEVEL REWARDS & INCENTIVE TRAVEL PROGRAM

COMPANY

Electrical, HVAC, and Plumbing Distributor

INDUSTRY

[HVAC](#)

BUSINESS OUTCOMES

- Increase Sales
- Increase Loyalty
- Win Mindshare & Market Share

PRODUCTS USED

- [Incentives & Rewards](#)
- [Incentive Travel](#)

THE SUCCESS

\$2.5M

in revenue

39%

sales boost by target group

\$350K

gross profit dollar growth

“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.