

tado° Achieves 122% Installer Sales Growth with Loyalty Rewards Platform.



360CaseStudy

THE SCOPE

tado° is a European market leader in smart heating and climate control, offering intelligent thermostats and energy-saving solutions for homes and small businesses. tado° worked with 360insights to create a pan-European Installer Rewards Platform. What started as a UK pilot quickly became a core channel for growth, engagement, and loyalty across six markets.

THE CHALLENGE

Prior to launching the programme, tado° faced a familiar challenge in the smart home industry: despite strong retail sales, the brand had no direct way to engage or reward the installers actually fitting the products. Loyalty was hard to measure, and repeat purchases couldn't easily be tied back to individual professionals.

After evaluating several potential solutions, we chose to partner with 360insights because of their proven ability to deliver highly customisable, scalable rewards platforms across complex multi-market environments. Their team offered deep experience in the trades sector, and the flexibility to tailor the programme around both our retail partnerships and installer behaviours.

THE SOLUTION

The trial quickly took off. By partnering with retail leaders like Screwfix, Toolstation, and City Plumbing, tado° connected directly with thousands of active installers who were already buying the company's hardware.

Installers could:

- [Earn points](#) for eligible purchases
- Redeem from a wide reward catalogue, including holidays and tech, vouchers
- Convert points into spendable currency via a tado° branded Mastercard, which became the platform's most redeemed reward

The platform quickly evolved into a full engagement hub, offering:

- [Training modules](#) on tado° products and installation best practices
- News updates, [email comms](#) and SMS alerts for ongoing promotions and education
- Extended warranties and dedicated support for platform users
- A direct line between the brand and the installer

By Q3 2023, the tado° Professional Platform was live in the UK, Germany, Netherlands, France, Italy, and Spain, in both local languages and English.

THE RESULT

To date, the platform has registered over 4,000 installers across Europe, creating a connected, data-rich, and fully supported installer community. Its continual growth has enabled tado° to:

- Spot star performers and engage directly
- Run targeted promotions like double points during off-season months, driving summer sales
- Launch Installer of the Year campaigns to reward top contributors by market

From Q1 2023 to Q1 2025, the installer channel saw a 122% increase in sales, driven by engagement, rewards, and a platform that made installers feel seen, supported, and rewarded.



CONSUMER DURABLES LOYALTY REWARDS

COMPANY
tado°

INDUSTRY
[HVAC](#)

BUSINESS OUTCOMES

- Increase Sales
- Increase Loyalty

PRODUCTS USED

- [B2B Loyalty](#)
- [Incentives and Rewards](#)
- [Points Banking](#)

THE SUCCESS

122%
sales increase

4,000+
installers registered across six European markets and growing



Improved loyalty drove repeat purchases and brand preference

“tado° consistently heard from installers that the platform made them feel part of something. Feedback from surveys showed increased brand trust, stronger loyalty, and a desire to shift away from competing platforms —thanks to the extra value tado° provided.”

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.