



REWARD POINT COLLECTORS SPEND SIGNIFICANTLY MORE THAN NON-COLLECTORS

A CASE STUDY POWERED BY RMG Loyalty

THE CLIENT

Partner in the Mobile Living Industry.

Our client is known for its range of outdoor and mobile living products. They specialize in providing solutions for a variety of outdoor activities, including camping, RVing, boating, and more. Recognized for quality, innovation, and their commitment to providing reliable products for outdoor enthusiasts.

THE OBJECTIVE

Drive incremental sales with their dealer network.

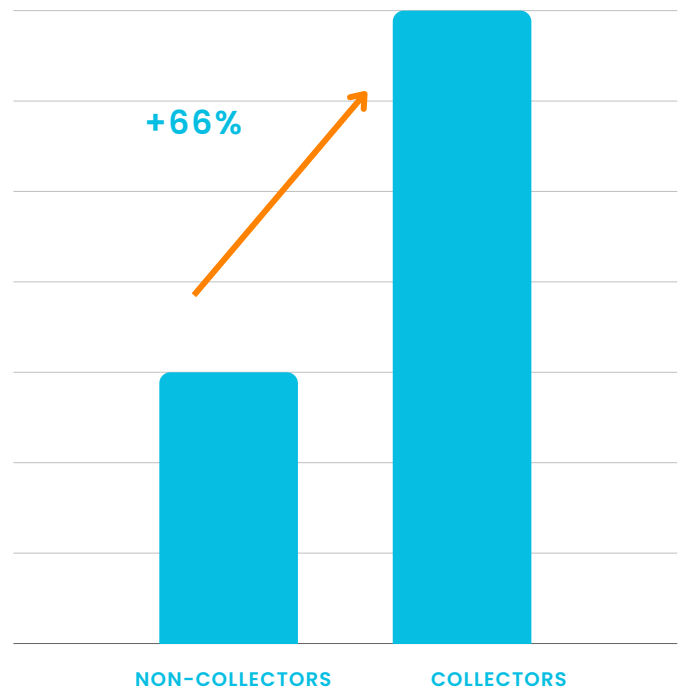
THE APPROACH

RMG Loyalty partnered with this client to devise a strategy that resulted in a 66% percent increase in sales.

Our client offered 2x the Reward Points during a 2-month promotional period with a base offer of 1 Reward Point for a \$30 spend..

Additionally, the strategy included offering additional Reward Points for:

- First 10 dealers to sign up for the program
- Hitting quarterly targets
- Providing preferred floor space in their show room.



THE RESULTS



Collectors increased their purchases by 66% year-over-year.

THE CONCLUSION

Dealers who are Reward Point collectors increased their purchases by 66% year-over-year compared to non-collectors.