

## CASE STUDY:

**Revamped Incentive Program Delivers  
Improved Visibility into Sales Performance,  
Rapid Awards Payout, and Brand Presence**

**MARKETING  
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### **The Challenge**

An international company whose name is synonymous with stolen vehicle recovery wanted to improve its channel incentive program. The program had been in place for seven years and had grown to include more than 700 dealerships, where the product was offered to buyers when they purchased a vehicle. The company wanted to expand the incentive program's reporting and communications capabilities, shorten the lag-time between earning an award and actual payout, and increase self-administration functionality. The company also wanted to ensure that its brand was top-of-mind during the sales process.

#### **The company set three key objectives for the revamped incentive program:**

- Incorporate a more efficient awards claiming system into the platform
- Motivate finance and insurance managers to recommend purchase of the company's products to customers buying new or used vehicles
- Create a rewards platform that continuously reinforced the brand and drove mind-share in the dealer's package offerings

## The Solution

Working in partnership with the company, Marketing Innovators developed a more efficient program that automated sales claiming functionality, included more robust reporting filters, real-time payments processing and communications tools, and implemented online controls that streamlined dealer development and funds management.

- Once a sale is approved, funds are paid into a reloadable, company-branded debit card, giving participants immediate access to their spiff
- The debit card enables efficient expense management, limiting time-consuming paperwork
- Administrators can access various reports, including sales performance information by market and by dealership
- Participants can view their card deposits and debits online, 24x7
- Incentives can be deployed, monitored and refined as market conditions changed
- Because the program allows visibility down to the individual level, promotions can be tightly segmented and fine-tuned
- Incentive management costs are lowered due to the elimination of manual processes and by allowing direct visibility into data
- The streamlined program life cycle improves profitability by driving participation and adherence

## The Results

The Marketing Innovators team made numerous recommendations based on global best practices in incentive program design and MI's knowledge of enabling technologies.

The refined program, as well as the new integration technology solution, saved the client significant time and costs and improved program ROI.



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