stream
loyalty

'Win' Campaign

A 'Win' campaign is all about growing market share; and a loyalty programme takes time to become embedded in your organisation. Stream will work with you to ensure that your teams have the right resources, collateral, knowledge and confidence to open up conversations with NEW customers about your loyalty programme. We can help you to deliver marketing stories, but where we see the biggest impact is when it is delivered passionately and confidently by your teams.

This type of campaign could be external facing or internal. At an internal level it would be designed to encourage your teams to attract new customers. Externally it could be focused on getting new customers in, via an attractive initial reward or by a referral campaign.

Examples of 'Win' Campaigns

Internal - Changing Behaviour Objective #1:
Encouraging your team to attract new customers.
Reward your team for:

- The most customer accounts signed up

- The highest spending customer account

- The person with the highest value accounts signed up within a period

External - Changing Behaviour Objective #2:
Encouraging customers to refer new customers to you.
Reward your referral customers when they sign up.
Reward your existing customers for:

- Sharing content

- Providing a referral

- Providing a referral that turns into a customer

Our programmes have delivered these results:

36%
of loyalty programme members actively provide new customer referrals

Since launch the loyalty programme has resulted in

80%
increase in referrals

" Referred customers have a 16% higher lifetime value "

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Data Integration

Reporting Suite

Customer Management

Campaign Mechanics

Communication Analysis