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A Stream Loyalty 'GROW' Campaign Guide

# Using Loyalty To Drive Customer Growth

The 'GROW' campaign module allows you to create personalised spend targets based on previous period spend history or SKU/category spend history.

Set percentage increases so you can reward those customers who have seen the biggest growth.



## The Objective

A well-executed 'Grow' campaign should utilise customer profile and spend data history to create personalised targets designed to increase breadth of spend and frequency of spend. Customers are more likely to engage in targets and goals that are set every 3 or 6 months. By personalising the targets, customers are 67% more likely to engage in the programme and change their behaviours.



## TOP TIPS TO...

# Increase Share of Wallet

### 1. SMART Targets

It isn't rocket science but it is surprising how often this doesn't happen. Your targets need to be realistic, so make them specific to each customer. They need to be achievable and they need to be time sensitive and measurable.

### 2. Head Start

When you first launch, reward customers for their last week or month's spend so they can see they have already started on their journey to earning. This utilises the concepts of goal gradient theory to engage users quickly in a campaign.

### 3. Visualise

Use branded target trackers so that customers can clearly visualise their targets and understand what they need to do to hit the next level or unlock rewards. The right target tracker helps gamify the experience to encourage further engagement.

### 4. Communicate

Make sure that the people in your business who hold the customer relationships understand the benefits and the rules of your campaign. They need to be able to articulate exactly how each customer will earn, what rewards are available to them and identify the benefits. Get your sales team to create product and spend recommendations to help their customers achieve their targets. Make it as easy for the customer as possible.

### 5. Bonus Targets

Targets need to be achievable, but you need to make sure that you are not just rewarding customers for doing what they would have done anyway. Setting tiered percentage growth targets for each customer allows you to set high levels of reward for those customers who truly engage in the programme and change their behaviours.



The 'GROW' campaign module allows you to create personalised targets based on previous product purchases.

Set customers targets for each extra brand they purchase from. Provide an overlay of bonus points if they also hit a spend threshold.



## The Objective

Customer profile and product purchase history data should be utilised to create personalised targets which are designed to increase breadth of spend. Customers are 31% more likely to continue purchasing a new brand once they have been introduced to it via a loyalty programme.



## TOP TIPS TO...

# Increase Breadth of Spend

### 1. Simplicity is Key

This campaign can get complicated, so keep it simple with a clear list of brands/products which the customer needs to purchase. It is all about the UX and that needs to give clear visual signposting so that the customer knows what to buy to achieve the targets.

### 2. Keep it Short

Keeping your campaign period short makes the benefits appear more tangible. Customers are able to visualise achieving the rewards if they are within shorter time periods. Our recommendation would be to run 6 to 9 month campaigns.

### 3. Gamification

UX is important and gamifying the experience can supercharge engagement. List the brands you want a customer to buy and then have them 'turn on' or 'turn gold' once they have been 'activated'. This makes the experience fun and the message clear.

### 4. Bonus Points

Don't put spend barriers in the way of customers purchasing new products but instead use points overlays to increase the reward percentages for customers who reach a specific threshold. For example, give customers 3% points value on any new product purchased and then an extra 5% or 10% if they spend over £X on each brand during the campaign.

### 5. Communicate

Make sure that the people in your business who hold the customer relationships understand the benefits and the rules of your campaign. They need to be able to articulate exactly how each customer will earn, what rewards are available to them and identify the benefits. Get your sales team focused on the new products that customers have been asked to purchase and get them selling the benefits of each one.



# Putting It Into Practice...



## Keeping It Simple with Primaflow F&P

*(Targeting Share of Wallet)*

### The Campaign

Primaflow F&P were used to running short tactical campaigns, often supported via manufacturer backing. Customer Rewards allowed customers to be rewarded for their spend on qualifying products. Customers were each given a personal sales target which was represented in their own target tracker so that they could see exactly how close to target they were each week, along with personalised comms to encourage platform engagement.

Still working hand-in-hand with the manufacturers, Primaflow F&P were able to provide customers with the ability to earn cashback to spend on future product purchases or points to spend on technology products, experiences and vouchers. The personalised targets and level of choice in the rewards meant that the campaign saw significant success in its first year and ongoing.

### The Results

74% of the customers who took part in Customer Rewards increased their spend during the campaign period and then continued with the increase for the next year. In year 1 the programme delivered a return of over £500,000.

## Rewards Plus with Dentsply Sirona

*(Targeting Breadth of Spend)*

### The Campaign

Dentsply Sirona introduced a Rewards Plus campaign to their Rewards programme. Customers were targeted to purchase at least 5 brands and spend between £1,500 and £2,500 over a quarter on those 5 brands.

Customers were shown their targets and each target turned gold as they unlocked it. All purchases were awarded at 3% as standard but customers could earn up to an extra 10% bonus points if they unlocked the top level. Customers were given specific guidelines on how to unlock the next level.

### The Results

Dentsply Sirona saw a 36% increase in the number of brands purchased on average and a 237% increase in transactions. With points only available to be redeemed against future product purchases, Dentsply Sirona were able to introduce customers to a whole range of new products and managed to reverse a decline in market share.



### Melanie Parker

Passionate about all things loyalty, Melanie cuts through the technical jargon and gets to the real business issue. Melanie loves to develop engaging digital solutions that appear simple whilst creating long lasting partnerships that add value to all.



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**We love talking about all things loyalty – if you fancy a loyalty chat, we'd love to hear from you!**

# About Stream

Stream are passionate about loyalty – we are the experts after all!

As a tech-enabled consultancy, we seek to understand your business challenges and your audience and work with you to craft a loyalty solution that delivers value. We are both consultants and implementers and use our extensive expertise and software capability to deliver proven, lasting results.

Loyalty is not 'one size fits all' and our team of commercial experts work to ensure that your loyalty strategy is right for you.

Whether you need to increase revenue, grow breadth of spend, or create a referrer programme, we have the experience to help sculpt and implement the right solution. Our proprietary loyalty software LoyaltyStream® helps to: retain customers, change buying behaviours, build brand loyalty and drive referrals.

Our LoyaltyStream® software is deployed globally, helping our clients to build trust that delivers brand loyalty and commercial rewards.

We guarantee to be able to help you Keep, Grow and Win customers for life.



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