



PETCARE COMPANY DRIVES CHANNEL ENGAGEMENT WITH TARGETED REWARDS STRATEGY

We helped a major petcare company drive increased sales by using data and behavioral science to get the most from their programs and participants.

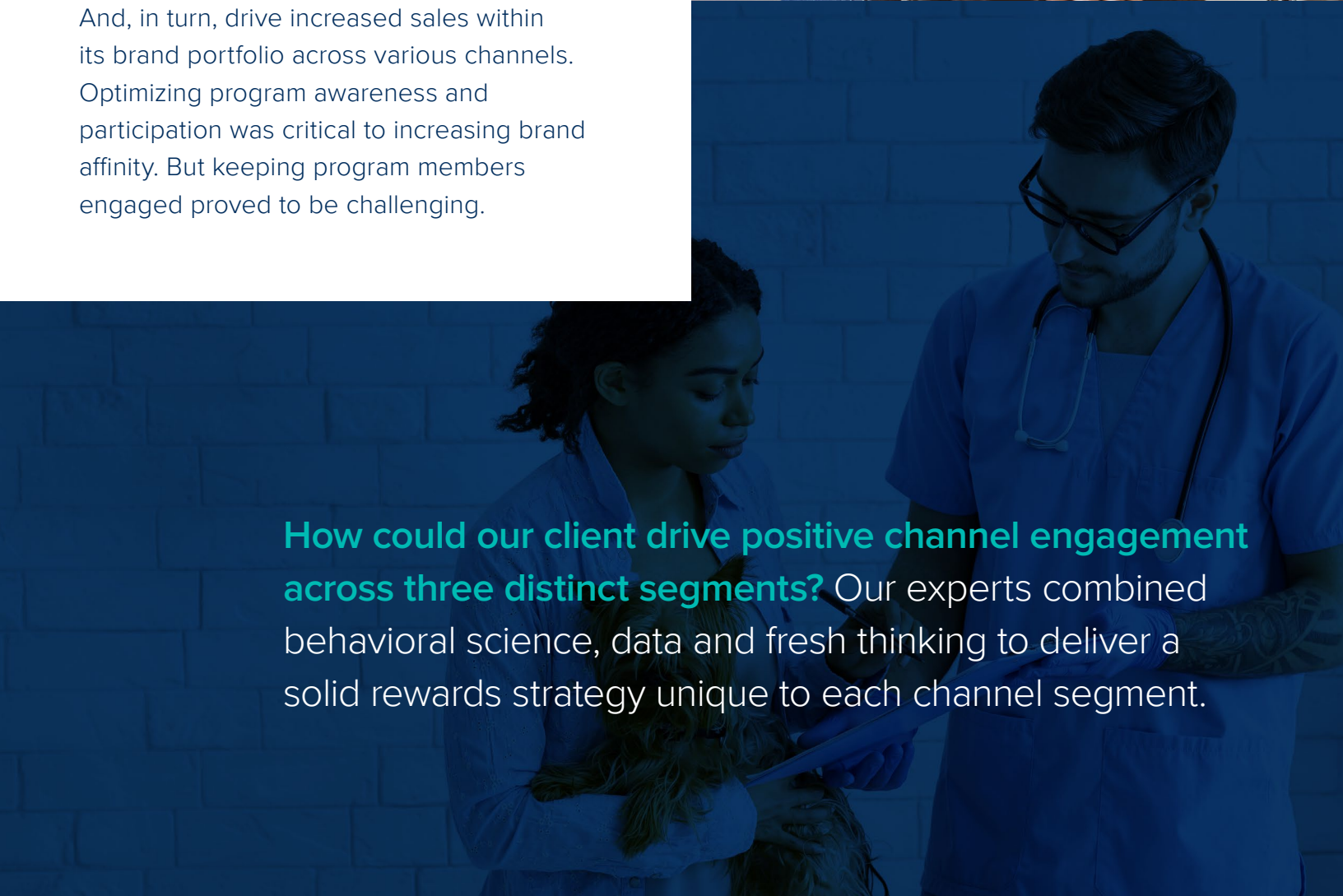




THE CHALLENGE

An industry-leading petcare company was looking for ways to better engage with its channel partners within three segments. And, in turn, drive increased sales within its brand portfolio across various channels. Optimizing program awareness and participation was critical to increasing brand affinity. But keeping program members engaged proved to be challenging.

How could our client drive positive channel engagement across three distinct segments? Our experts combined behavioral science, data and fresh thinking to deliver a solid rewards strategy unique to each channel segment.



THE INSIGHT

Using data analytics along with our understanding of each segment's end goals, we proposed programs rooted in behavioral science principles proven to spark action. This allowed for a reinvigorated incentive framework tailored to each segment.

We created a tiered earning structure with clearly defined earning rules for each channel segment. We implemented an ongoing communication strategy, including regular email contact as well as quarterly direct mail, using the principle of Perspective-Taking to customize this set of targeted emails to inspire interaction.

We drove program success with a customized selection of rewards. Participants within each channel segment redeemed via our RewardSphere eCommerce catalog, but each program also offered different reward options such as gift cards for veterinary clinics, a cash option for smaller retailers and in-kind rewards for breeders such as client-logoed merchandise, etc.

By understanding the unique elements of each channel segment's program, we proved that a targeted rewards strategy backed by science could not only increase engagement – it could also drive profitable behavior.



BEHAVIORAL SCIENCE PRINCIPLES APPLIED

PERSPECTIVE-TAKING

Put Yourself In The Shoes Of The Participant

The **Perspective-Taking** principle is about using personal empathy and data-driven insights to get a clear perspective on what participants need and want from the program experience.

In this program, we applied Perspective-Taking to understand the different motivations for each channel and customized an incentives strategy framework to best fit their needs.

SIMPLICITY

What Is The One Thing?

The **Simplicity** principle is centered around creating meaning by anchoring all program elements to a unifying idea, concept, phase or value.

In this program, we used the Simplicity principle by creating a tiered earning structure with clearly defined earning rules and ongoing messaging that reinforced the concept and supported the program goal.

THE RESULTS

Our incentive strategies proved that driving engagement will deliver the results you want for your business. Through behavioral science techniques like Perspective-Taking, we helped our client refresh their incentive framework by taking a step back to fully understand the needs of the different channel participants.

We delivered a solution with actionable insights that reached the right people and drove increased sales. Our communication strategy demonstrated how engaging content infused with behavioral science insights can make a measurable impact.

Veterinary Clinics



Increase in clinic enrollments and engagement with brand



Average sales increase for clinics enrolled in program

Smaller Retail Locations



Doubled their retail enrollment and engagement with brand



Average sales increase for most retailers in program

Dog Breeders



of new puppy owners continue to use branded food provided by the breeder in a starter kit



You don't have to work in the petcare industry to benefit from these techniques and strategies. Reach out to Maritz and see how we can make channel, sales, loyalty and employee motivation programs stronger in any market.

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