

# Stapletons Accelerate Customer Retention and Sales Growth, with a 4400% ROI from Points Banking Rewards Incentive



## 360CaseStudy

### THE SCOPE

Stapleton's, one of the UK's largest distributors of car and van tires, operates a customer-centric philosophy.

They wanted a highly effective way to engage with customers and maximize relationships while safeguarding loyalty and influencing purchasing decisions to increase revenue.

### THE CHALLENGE

Stapleton's wanted to be top of customers minds in a competitive space with multiple vendors offering incentive programs to influence loyalty and customer sales.

To position themselves as a leading UK distributor, Stapleton's needed to launch an advantageous advocacy and incentive program that efficiently utilized partner manufacturer budgets across dedicated promotions. They wanted to do so in a way that used technology to streamline business process to reduce administrative and laborious tasks.

The goal: An immersive customer experience for 6,000+ loyal, UK independent garages and wholesalers to encourage purchases — ideally of premium tire ranges offering higher profit margins and business growth potential.

### THE SOLUTION

Stapleton's Rewards is an incentive promotions platform that utilises 360insights white label points banking technology and enables:

- Customers to earn points when they purchase premium tires including Bridgestone, Continental, Dunlop Goodyear, Hankook Michelin, Pirelli or Yokohama from Stapleton's
- Each brand to have its own user group with customized online program view and access to promotions, resources and activity specific to them
- Accumulation of points for online redemption in the rewards catalog offering product gift cards and branded merchandise
- Dashboards that assess program performance and influence ongoing strategies and promotions with manufacturers by tracking user levels, purchase trends, brand sales and user group engagement comparisons
- Comprehensive promotional plans and communication strategies (e.g. double point offers, point statements, reward highlights and newsletters) are designed with the targeted tire manufacturers to drive brand awareness, program engagement, and incentivize loyalty

### THE RESULT

Stapleton's Rewards goes from strength to strength each year, realizing a 13% increase in sales across the tire brands included within the program. Customers score the program 4.2/5 and program email engagement returns a total 53% unique opens; 2x higher email open rates than the industry average and 9x higher CTR than the industry average.

YOY increases have included: 177% increase in active program users, 175% YOY increase in platform transaction and 84% YOY increase in reward redemption spend.

Stapletons Rewards produces a 44x / 4400% Return on Investment.

And what's more, stakeholders are reaping value in time saving efficiencies due to the platform technology reducing reward calculations to points issuance from 2+ days to 0.5 day.



**AUTOMOTIVE**  
AUTOMATED WHITE LABEL  
'MULTI-BRAND' CUSTOMER  
PROMOTIONS

#### COMPANY

Stapleton's

#### INDUSTRY

Automotive – Tires

#### BUSINESS OUTCOMES

- Customer Promotions
- Independent Garages and Wholesaler Incentives
- Multi-Vendor Brand Promotions

#### PRODUCTS USED

- Incentives & Rewards
- Points Banking & Catalog

#### THE SUCCESS

**177%**

YOY increase in active program users

**175%**

YOY Increase in platform transactions

**13%**

increase in sales across brands

**4400%**

return on investment

“Our business was looking for ways to engage and encourage customer retention and loyalty. Working in partnership with 360insights, they helped us to deliver our rewards program, as part of the overarching Stapleton's Rewards platform, which has been a resounding success.”

**Dan Bentley, Marketing Manager,**  
Stapleton's (Tyre Services) Ltd



ARE YOU ON THE RIGHT PLATFORM  
TO SUPPORT YOUR CHANNEL?



**360insights**  
how it all makes sense.