

MOTIVATE INNOVATE ACCUMULATE

CASE STUDY



Global FMCG Company

Situation Analysis

The Client held 'Premium Supplier' market position and was experiencing margin erosion due to heavy discounting by competitors. Through the program, the Client aimed to:

1. Drive sustainable sales growth
2. Increase the number of channel customers directly engaged with the Client
3. Grow product line distribution across all channel customers

Channel Characteristics

- Indirect Channel
- Highly competitive market
- Channel incentives based on total reseller purchases ('sell in' data)

Program Outcomes

- 96% of a very ambitious member acquisition target was achieved
- The program produced an 18% increase in sales volume, through a tiered structure that optimised what customers, of different scales and in different markets could achieve
- More than 1,000 customers added a new product (3,000 items) to their range each month
- Approximately 600 customers were added as a result of the program
- The number of customers frequently communicated to and engaged with was increased cost effectively
- The majority of participants felt that the program had improved their relationship with our Client

- ❑ Global FMCG
- ❑ Channel Incentive Program
- ❑ Grow sales and distribution
- ❑ 2,800 Participants

For further information visit our website www.accumulate.com.au