



Web-enabled

Project: *ALL TILE SALES INCENTIVE STATEMENT*
Segment: Direct Marketing: Traffic Generation, Loyalty

Program objectives

- Increase participation of dealers in Web-based sales incentive program by sending clearly designed statements with all relevant data prominently displayed.
- Grow sales in dormant accounts
- Improve mix of products purchased by active accounts.

Significant results reported by user

- **Registration in incentive program increased from 0.25% to 100%**
- Sales and product mix improved for All Tile, though the industry had a down year
- 16% sales increase from dormant accounts
- 5% sales increase from active accounts

BEGINNING AUGUST 1ST YOU'LL EARN AN ADDITIONAL 2 GROWTH MILES FOR EVERY DOLLAR YOU SPEND WITH US !

ALL TILE MILES AWARD SELECTIONS

Level 1 Watchman, Indoor Grill, Sales Army Watch, or Wilson Killer White/Mead Woods Golf Club Set	45,000 Miles	Level 9 3 or 4 Night Cruise Vacation for 2 PLUS Domestic Airfare	700,000 Miles
Level 2 Panasonic DVD/CD Player, Sony 200 CD Player, Hi-Fi VHS Player, Golf Cart, or Bose Outdoor Stereo Speakers	75,000 Miles	Level 10 3 or 4 Night Cruise Vacation for 2 PLUS Domestic or Caribbean Airfare	825,000 Miles
Level 3 3 Day/2 Night Family Resort Vacation	115,000 Miles	Level 11 4 Day/3 Night All-Inclusive Resort Vacation PLUS Airfare for 2	975,000 Miles
Level 4 4 Day/3 Night Family Resort Vacation, or Sony Brn Camcorder, or Dooney & Bourke Briefcase	190,000 Miles	Level 12 5 or 7 Night Cruise Vacation for 2 PLUS Domestic Airfare	1,200,000 Miles
Level 5 5 Day/4 Night Family Resort Vacation	285,000 Miles	Level 13 5 or 7 Night Cruise Vacation for 2 PLUS Domestic, Caribbean or European Airfare	1,300,000 Miles
Level 6 4 Day/3 Night Fitz-Carlin Family Vacation	350,000 Miles	Level 14 8 Day/7 Night All-Inclusive Resort Vacation PLUS Airfare for 2	1,900,000 Miles
Level 7 3 or 4 Night Cruise Vacation for 2	450,000 Miles	Level 15 Exotic Getaway to Costa Rica PLUS Airfare for 2	1,900,000 Miles
Level 8 4 Day/3 Night All-Inclusive Resort Vacation	625,000 Miles	Level 16 Exotic Getaway to Rio de Janeiro PLUS Airfare for 2	2,450,000 Miles
		Level 17 Exotic Getaway to Maui PLUS Airfare for 2	2,500,000 Miles

Check Your Balance
View Travel and Merchandise Premiums

www.
ALLTILEMILES.COM

To log in, your User Name is 45125
Your Password is PASSWORD until you change it.

Previous Balance	Miles Earned This Month	New Balance
30,098	7,230	37,328

Miles	Description
5,300	July Purchases - 1 Mile/Dollar
1,930	Hartco - 1 Bonus Miles/Dollar
	Laufen - 2 Bonus Miles/Dollar
	Congoleum/Ultima - 2 Bonus Miles/Dollar
	Gold Spat Ceramic - 2 Bonus Miles/Dollar
	Janus Flooring - 2 Bonus Miles/Dollar
	3M - 2 Bonus Miles/Dollar
	Columbia Forest - 2 Bonus Miles/Dollar

let there be fun!

Redeem your All Tile Miles for...

DVD PLAYERS!

CAM CORDERS!

GOLF CLUBS!

GETAWAY VACATIONS!

AND MUCH MUCH MORE!

CRUISES!

It's EASY to get GREAT premiums in the ALL TILE MILES PROGRAM!

PURCHASES (REVENUE MILES)

You earn 1 Mile for EVERY dollar you spend with us.

GROWTH MILES

Your account has been assigned a target of 35,000 miles. You reached your target THIS MONTH! So, starting next month, you'll begin earning 2 additional Growth Miles for every dollar spent, for a total of 3 Miles Per Dollar

BONUS MILES

We will run special offers every month on great products that you use every day! These Bonus Miles are in ADDITION to the Growth Miles you're already earning.

Segment	Direct Marketing: Traffic Generation, Loyalty
Participants	
Client	All Tile, Inc., a building materials wholesaler.
Creative / Print Provider	Creative Digital Color, www.creativedigitalcolor.com , provides high-end digital printing and finishing services, plus graphic design and database management for personalized, short-run and on-demand print production.
Equipment	NexPress 2100.
Program	
Target Audience	Building products distributors
Distribution	Monthly statements were sent to approximately 3,000 participants.
Description	<p>All Tile launched a distributor rewards program targeted at increasing customer loyalty and sales. Initially this program featured web-based statements where distributors could find their points and reward status. However dealer participation was very poor at 0.25%, despite repeated marketing efforts including direct mail, email and sales calls.</p> <p>To jump-start the sales initiative All Tile decided to send out personalized hardcopy program statements. With the help of Creative Digital Color a 4-color 8.5" x 11" duplex statement was developed.</p> <p>The statement contained an accounting of the points earned by the distributor and personalized messaging based on the distributor's assigned sales target and performance to date. Other variable information included special offers and promotions; user name and password; and company logos.</p> <p>The personalized statements increased the participation rate of distributors from 0.25% to 100%. This increased involvement enabled All Tile to achieve its sales goals a 16% sales increase from dormant accounts and a 5% sales increase from active accounts through the purchase of a more diverse mix of goods.</p> <p>"We motivated our clients to <i>improve</i> overall volume and mix, during a <i>down</i> year for our peers in the industry," says Marc Haberman, marketing director for All Tile. "These new personalized statements were the breakthrough we needed. Customers understood the program better, and they participated at levels that we hadn't ever come close to."</p>

