

CASE STUDY- LOYALTY PROGRAM

LOYALTY PROGRAM FOR FMCG COMPANY



Campaign Goal

- Established regular communication to Retailers on trader offer, scheme and bonus
- Boost sales among trade partners- WHOLESALER
- Measure Sales performance
- Reward for increase sales
- Duration : Long term 12 months

Solution

- SMS : Using Medgini Database
- Point based Program
- Technology : Miss call, Toll Free, Auto SMS, Web
- Tracking availability on real time
- Map sales across brands with MR
- Measure Region / MR performance on Real Time

Key Benefits

- Analyse performance real-time across India for Wholesaler, MR
- Measure Brand Movement
- Reward WSs with point based gift catalogue
- Classify WSs based on potential
- Analyse purchase pattern across regions, WSs

Reach us to engage at info@medgini.com or **+91-8008155004**

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