



Case Study

LOYALTY PROGRAM FOR FMCG

Campaign Goal

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

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

Solutions

- 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.