

TURNING STATISTICS INTO THE SECRETS TO SUCCESS.

We used data science to
see the opportunities hidden
in sales figures.





THE CHALLENGE

A premier industrial supply and equipment provider already knew the importance of a strong channel loyalty program. However, a wide range of ordering patterns and varying product demand made it hard for the business to identify the most effective initiatives.

The Fortune 500 brand assigned a dozen internal analysts to the task of evaluating financial and program data. Their team successfully determined the overall financial values of channel customers. But they needed to know more about the best ways to reach their channel partners.



How could the brand identify the factors that supported their growth? As a leader in data science and loyalty insights, Maritz Motivation could help them find the answers.

THE INSIGHT

Our data scientists took a fresh approach to the company's analytics, using behavioral and data science to develop an Importance Matrix. We applied this algorithm to evaluate sales variables and determine the largest drivers of value.

We discovered the frequency and breadth of purchases could help us predict sales behaviors. Higher values in either case indicated stronger loyalty and revealed the partners who would struggle to switch away from the brand's products.

Maritz Motivation saw a greater dimension of detail in the data. We identified unique groups that could be targeted with strategic – and effective – incentives.



THE RESULTS

We helped our client see beyond the sales figures and uncover new steps to success. They abandoned a one-size-fits-all approach and used strategic segmentation to personalize a dynamic loyalty experience for their channel partners.



You don't have to work in the industrial market to benefit from these techniques and strategies. Reach out to Maritz Motivation and see how we can make sales, loyalty and employee motivation programs stronger in any market.

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