

One of Ackroo's automotive dealer groups is growing revenues through member rewards.

Program Highlights:

- Rewards program launched in early 2012
- The program has expanded resulting in over 58% of monthly transactions coming from members
- Members spend on average over 40% more than non-members
- Transaction volume for 2016 increased by 14% from the beginning to the end of the year
- Total registered cards is 124,216 out of 124,242 in circulation

All locations offer 10% back towards the purchase of a new or used vehicle and some locations offer an additional 5% towards parts and service.

Program Statistics:

% of Service Revenues with Loyalty				
	Q1	Q2	Q3	Q4
% Sales to cardholders	49%	49%	55%	58%
Transactions				
	Q1	Q2	Q3	Q4
Non Loyalty Customers	134,843	136,348	109,419	102,256
Loyalty Customers	149,353	169,462	172,449	171,552
Average Quarterly Transactions				
	Q1	Q2	Q3	Q4
Per Non Loyalty Customer	1.47	1.45	1.50	1.47
Per Loyalty Customer	2.51	2.62	2.53	2.44
Average Spend Per Customer				
	Q1	Q2	Q3	Q4
Avg spend/non-member	\$428.01	\$446.53	\$457.95	\$450.09
Avg spend/member	\$632.56	\$617.85	\$596.74	\$627.67
Reward Totals				
	Q1	Q2	Q3	Q4
Total Sales \$ Rewarded	\$1,219,504	\$1,350,659	\$1,265,519	\$1,476,696
Total Sales \$ Redeemed	\$29,654	\$21,194	\$26,708	\$37,143
Total Service \$ Rewarded	\$662,386	\$762,960	\$709,827	\$750,774
Total Service \$ Redeemed	\$315,606	\$384,914	\$379,256	\$531,073

Almost 60% of Service Revenue sales are to Rewards Members

Transactions by Rewards Members count for over 62% of total transaction volume

Rewards Members spend 40% more on average than Non-Members

From launch, Rewards Members have redeemed \$3.3M of a total \$21.3M funded

Ensuring Enrollment Success:

The dealer group uses marketing POP such as brochures, car toppers, window clings, mirror hangers, and banners in each location to promote the program resulting in an average of 1200 enrollments per month across all locations. In addition, the dealer group has a focus on engagement success by leveraging different tools such as email and direct mail marketing.