

Growing Share in Turbulent Times

SITUATION

A construction products manufacturer had built years of trust and loyalty with channel partners and contractors through carefully executed incentive programs. In 2020, as global markets and the construction industry faced unprecedented disruption due to the pandemic, the true value of those relationships would become clear. New construction starts fell sharply—18.3% in the US and 22.3% in Canada—threatening industry stability. Despite these challenges, the manufacturer's ongoing programs offered a competitive advantage, helping them navigate a volatile market.



SOLUTION

The company had long fostered strong connections with channel partners and key contractors through two programs. A contractor loyalty program allowed invited construction firms to earn points on eligible purchases, redeemable for awards, marketing tools and even capital equipment. A channel partner program provided dealers with earning opportunities and marketing support to attract and retain small and mid-sized contractors.

Prior to the pandemic, both programs migrated to a single online platform, streamlining administration, expanding redemption options, and improving communication of goals and progress. The platform increased active participation and drove year-over-year sales growth that outpaced the industry—even as the market began to contract.



Contractor Loyalty
Program



Single Online
Platform



Y-O-Y
Sales Growth

SUCCESS

In a year when construction industry sales fell by double digits, the manufacturer's US sales dipped by less than 1%, and Canadian sales rose 4%, delivering exceptional market share gains. Key factors included:

- Strong bonds from the loyalty program let industry-leading contractors rebound quickly and grow sales
- Channel partner relationships equipped dealers to expand their reach with small and mid-sized contractors during market turbulence
- The updated platform provided consistent engagement, fast access to rewards and status, intuitive sales reporting tools and efficient communication with key partners

By maintaining these programs, the manufacturer reinforced trust and loyalty with partners and end-users, sustaining 2019 sales levels and gaining more market share than any competitor in a challenging year.