



Building and operating an engagement program within the B2B space

Other

Asia-Pacific

Higher engagement

Less cost

More revenue



Challenge

- Agriplus is an agricultural machinery manufacturer operating internationally.
- Agriplus needed an engagement and rewards program that could be rolled out to new markets iteratively and would retain their best customers.

Let our experts guide you in detail. Drop us mail at info@loylogic.com.



Solutions

- Loylogic deployed a customized and branded loyalty commerce platform to engage Agriplus customers.
- Full growth marketing services are provided by Loylogic which delivers marketing planning, execution and optimization.
- New markets from France to Australia are seamlessly launched on the platform with local and international reward suppliers.



Results

- Higher engagement:
 - a. Active members increased by 40%.
 - b. Reward Redemptions increased by 92%.