

CASE STUDY



LOYALTY PROGRAM FOR FMCG

CAMPAIGN GOAL

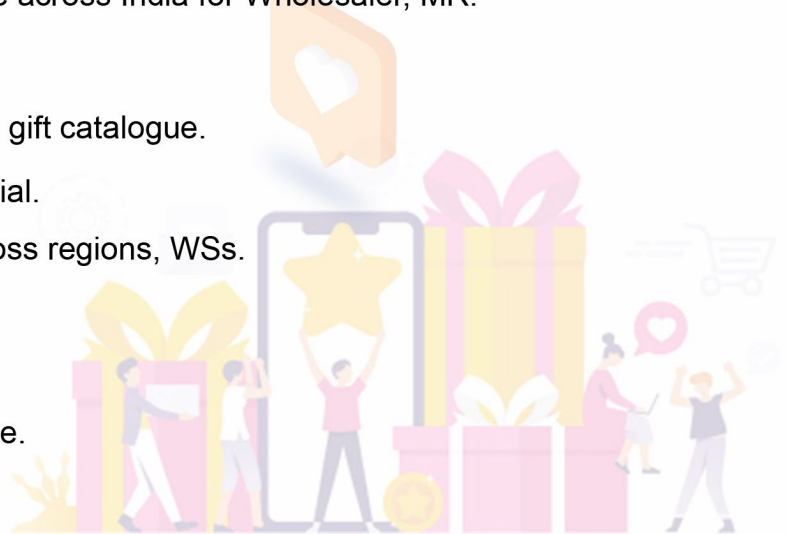
- Established regular communication to Retailers on trader offer, scheme and bonus.
- Boost sales among trade partners- WHOLESALER.
- Measure Sales performance.
- Reward for increase sales.
- **Duration : Long term 12 Months.**

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.

SOLUTION

- 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.



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