

A SCANTRUST CASE STUDY

# ScanTrust Connected Packaging Loyalty Programs for Engagement and Sales Opportunities with Engine Lubricants and Last Mile Resellers

Bringing physical products online with QR codes created a 25% increase in reseller engagement



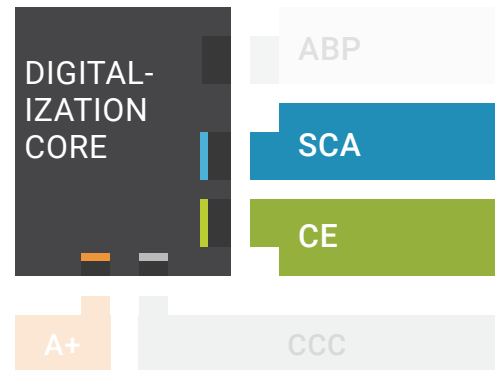
**SNAPSHOT**

**Scantrust was selected as the partner to track the full lifecycle of a client's lubricant products, from factory to point of sale. We were also asked to develop and support a scheme for engaging with last mile resellers as a way to get the client involved**

in sales efforts where they previously had no option for engagement. Namely, the client needed to be able to interact one on one with mechanics in the repair shops where recommendations to vehicle owners took place.

The client's products were integrated into our connected packaging platform based on a reputation for increasing sales and array of tools for granular, real-time end user insights. We also worked with the client to develop a loyalty program including a mechanism incentivizing pre-launch sign ups and rewards for ongoing mechanic participation.

The program generated good interest from mechanics and the client received tangible feedback reaffirming the investment in activities that motivate last mile resellers. Participation rates continued to rise post-launch with a growth rate of 25% and the client is still earning invaluable data to bolster similar sales driven efforts in the future and in other regions.



Client utilized our Digitalization Core for their packaging, along with our Supply Chain Awareness tool to gather insight, while using our Consumer Engagement tools to drive their rewards program.