

## Motivating Dealer and Channel Sales

Boomerang Tracking Inc. specializes in GPS tracking devices, offering a solution to the concern of protecting and recovering stolen vehicles, heavy equipment and other valuable property. Through strategic alliances in Canada, Boomerang offers effective asset protection across North America and provides customers with 24-hour security.

Boomerang was in search of a solution to help drive dealer sales. They had identified the need for a program that would put their product at the forefront of available "add-ons", which could be used easily by dealers and was scalable to accommodate program growth.

I Love Rewards developed, designed and implemented the BoomREWARDS program. The program consists of an online registration module, ensuring quick and effective program growth; an extensive rewards catalogue, offering users a large variety of products; and an online claim tool allowing members to submit sales quickly and easily.

To approve the claims submitted, I Love Rewards implemented a new process in which a Boomerang program administrator can view and approve the submitted claims immediately. I Love Rewards worked with Boomerang to develop a module that complements the commission structure and the potential to reward dealers daily.

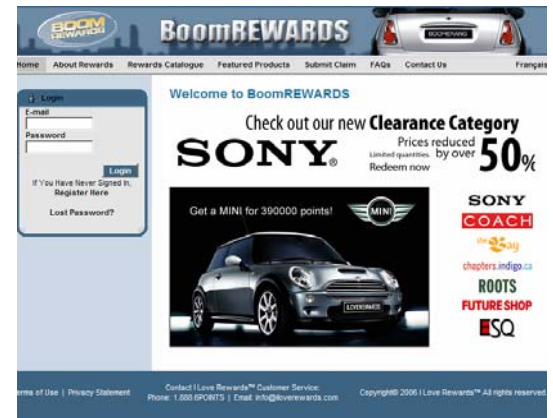
*"The BoomREWARDS program is the most successful dealer program that Boomerang has ever launched and implemented. It has helped to increase the sales of Boomerang products in the Greater Toronto area so much so that Boomerang has chosen to take the program into the other major Canadian markets."*

*Marc Roth, Director, Marketing, Boomerang Tracking Inc*

The BoomREWARDS program is Boomerang's best performing sales incentive program to date, with tracking device sales increasing by 25% in a six-month period. I Love Rewards has observed submitted claims increase from under 500 in a six-month period to over 1,000 claims in the same period of time.



## BOOMERANG TRACKING INC.



### CUSTOMER PROFILE

Boomerang Tracking Inc. specializes in GPS tracking devices, and offers asset protection to customers across North America.

### CHALLENGE

Boomerang products and services are sold through dealers at point of purchase. They needed a solution to motivate their dealers to be knowledgeable about and promote Boomerang products and services.

### SOLUTION

I Love Rewards developed, designed and implemented a custom online incentive program to motivate dealer sales with brand-name rewards.

### RESULTS

Tracking device sales increased by 25% in a six-month period with the new BoomREWARDS program.