

A landscape and irrigation company leveraged advanced behavioral economics to **drive \$19 million in growth**, setting a new standard in customer relationship management and business success.

360CaseStudy

THE SCOPE

A top company in the landscape and irrigation industry wanted to stand out from their competitors by convincing their customers to spend more money with them. To achieve this, they needed to create a unique program that would help them connect better with their customers and encourage them to increase their investment. The main aim was to develop a promotion that set them apart and strengthened their relationship with clients.

THE CHALLENGE

The client had trouble coming up with an exciting promotion to stand out from their suppliers and competitors. They wanted to find new ways to grow and shift their business goals to focus more on building stronger relationships with their customers. By connecting with HMI ([now part of 360insights](#)), we were able to initiate the strategy required to achieve their goals.

THE SOLUTION

The client introduced a new program using advanced technology in behavioral economics to motivate their audience; landscape contractors and green industry professionals. This feature encouraged participants to set their own goals based on their interests and past purchases, rather than following set targets. The program ran for six months, offering three goal options tailored to what participants bought last year. By doing this, the company gave users a sense of control and motivation, with bigger rewards for higher goals. However, there was a risk involved—if participants didn't meet their goals, they wouldn't earn any points. This added an element of strategy to the program.

This approach engaged both contractors and clients, turning the usual incentive model into one that focused on personal goals and growth. It led to more participation and commitment, while also saving money, allowing the company to use resources more effectively. Feedback was very positive, with users liking the flexibility and personal connection to their goals. This new method resulted in strong growth, reinforced the company's reputation, and set a new standard for promotional strategies that build strong customer relationships and success. This example shows how modern technology can blend with traditional sectors to motivate and achieve results while keeping customers happy.

THE RESULT

The organization achieved \$19 million in additional growth and received a 1074% ROI. Participants saw a 24% YoY increase and those who hit their targets grew by 137% YoY, demonstrating successful KPI achievement. Positive user feedback validated the decision to implement goal-setting programs.



CONSUMER DURABLES INCENTIVES & REWARDS PROGRAM

COMPANY

Leading Landscaping & Irrigation Distributor

INDUSTRY

[Landscaping](#)

BUSINESS OUTCOMES

- Increase Sales
- Improve Experience
- Increase Engagement
- Win Mindshare & Marketshare

PRODUCTS USED

• [Incentives & Rewards](#)

THE SUCCESS

\$19M

in additional growth

1,074%

ROI

24%

YoY participation growth

137%

YoY increase for participants who achieved their set targets

The collaboration and creative insights helped us build a highly successful Rewards Program. This work will drive customer loyalty and success in our company for years to come.

Branch Manager

Landscaping & Irrigation Distributor



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.