

Driving Influencer Loyalty & Tertiary Sales for a Leading Manufacturer with FirstHive CDP



One of the leading national wires and cable manufacturers, the brand has a strong presence across industrial, commercial, and residential segments. While their traditional distribution channels were well established, they aimed to strengthen direct engagement with a critical set of influencers—electricians—who directly impacted tertiary sales

Result Metrics

What Success Looks Like with FirstHive

It's not just automation – it's intelligent engagement at scale

10X

Jump in redemptions within 6 months through targeted engagement

3X

Membership goal overachievement – annual target met in 7 months

100%

Visibility into tertiary sales for smarter distributor planning



"The results were transformative. Our electricians now feel like true brand partners. FirstHive enabled us to establish trust, transparency, and measurable outcomes."

– Loyalty Program Head, Leading Cable Manufacturer

Business Challenges

Despite running an internal incentive program that offered cash rewards to electricians, the brand faced multiple challenges:

- Minimal engagement from electricians, with low participation and poor redemption rates, despite attractive cash incentives.
- No direct connection with influencers, making brand loyalty fragile and unmeasurable.
- Lack of visibility into tertiary sales, which limited their ability to assess the true performance and market penetration of their products.
- A need to create ongoing motivation and trust among electricians to interact with the brand regularly

Business Impact

Within months of implementation, the program delivered exceptional results:

- 10X increase in program redemptions** within six months, driven by smarter targeting and reward personalization.
- 3X overachievement of program membership targets**, with annual goals met in just seven months.
- Full visibility into tertiary sales**, enabling better distributor planning and product movement insights.
- Increased electrician-brand trust and loyalty** through consistent, personalized interactions and rewards.
- Recognized with the **'Best Loyalty Program for Use of Gamification'**.

By integrating FirstHive's AI-powered CDP, this leading cable manufacturer didn't just upgrade a loyalty program—it built a predictive, intelligent engagement engine. Decision engineering enabled proactive retention, deeper segmentation, and optimized reward structures. The result was a scalable, insight-led influencer program that delivered measurable ROI, deeper brand affinity, and end-to-end sales visibility.

Solution Provided by FirstHive

FirstHive deployed its AI-powered Customer Data Platform (CDP) to transform the client's loyalty strategy into an intelligent, data-driven influencer program. The solution included:

These gaps inflated marketing costs, delayed responses, and degraded the overall customer experience.

Unified Data Capture and Profile Stitching

FirstHive enabled the brand to create a single, actionable view of each influencer— primarily electricians—by consolidating data across touchpoints and systems

- Unique SKU-level codes were printed on product packaging and redeemed via SMS, with each redemption creating or updating a customer profile in the CDP.
- Deterministic and probabilistic identity resolution stitched fragmented offline and online inputs into comprehensive influencer profiles.
- Integrated data sources included CRM data, distributor logs, campaign interactions, and code redemptions.
- SKU-to-customer journey mapping was enabled through code-based triggers integrated with in-house manufacturing and SKU systems.

Multi-Channel Engagement Infrastructure

To drive broad participation across a digitally diverse influencer base, FirstHive deployed a frictionless and inclusive multi-channel engagement strategy.

- Redemptions were enabled via SMS, toll-free numbers (voice agents), and PO boxes, making participation accessible to electricians in low-tech environments.
- These channels were integrated directly into the CDP, allowing real-time ingestion of offline interactions and immediate profile updates.
- The system ensured program continuity and responsiveness, regardless of the influencer's tech adoption level.

Points-Based Loyalty & AI-Powered Decisioning

Replacing cash incentives, FirstHive introduced a gamified, tiered loyalty framework supported by an AI-led decisioning engine to improve retention, personalization, and ROI.

- A points-based rewards system was implemented, offering tier progression and sustained motivation rather than one-time cash payouts.
- AI models predicted influencer churn, calculated Customer Lifetime Value (CLTV), and analyzed regional basket behavior to optimize reward strategies.
- Cohort analysis helped tailor seasonal and geography-specific campaigns based on electrician enrollment behavior.
- A loyalty rule engine built within the CDP enabled real-time, automated trigger actions—such as nudges, tier upgrades, and personalized rewards—based on actual program activity.