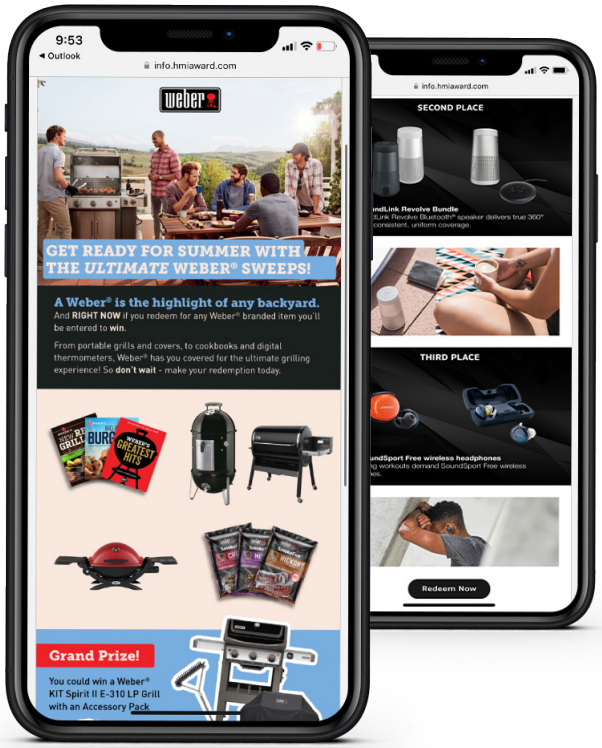
HMI Performance Incentives



CO-OP MARKETING

HMI PERFORMANCE INCENTIVES

HMI
hmiaward.com

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HMI Performance Incentives

ABOUT
CO-OP & HMI

The Co-Op Marketing Plan has a dual purpose – to enhance your brand's reach and build thriving partnerships. Partnering with HMI adds a specialized touch to your branding efforts.

Branded sliders on the website enrich the user experience and seamlessly blend products and promotions. This synergy generates a sense of unity, presenting a cohesive image that speaks volumes to potential customers.

Moreover, the targeted email campaigns establish a direct line of communication with your audience. By crafting messages that cater to specific segments of your customer base, you foster deeper connections and drive higher engagement rates.

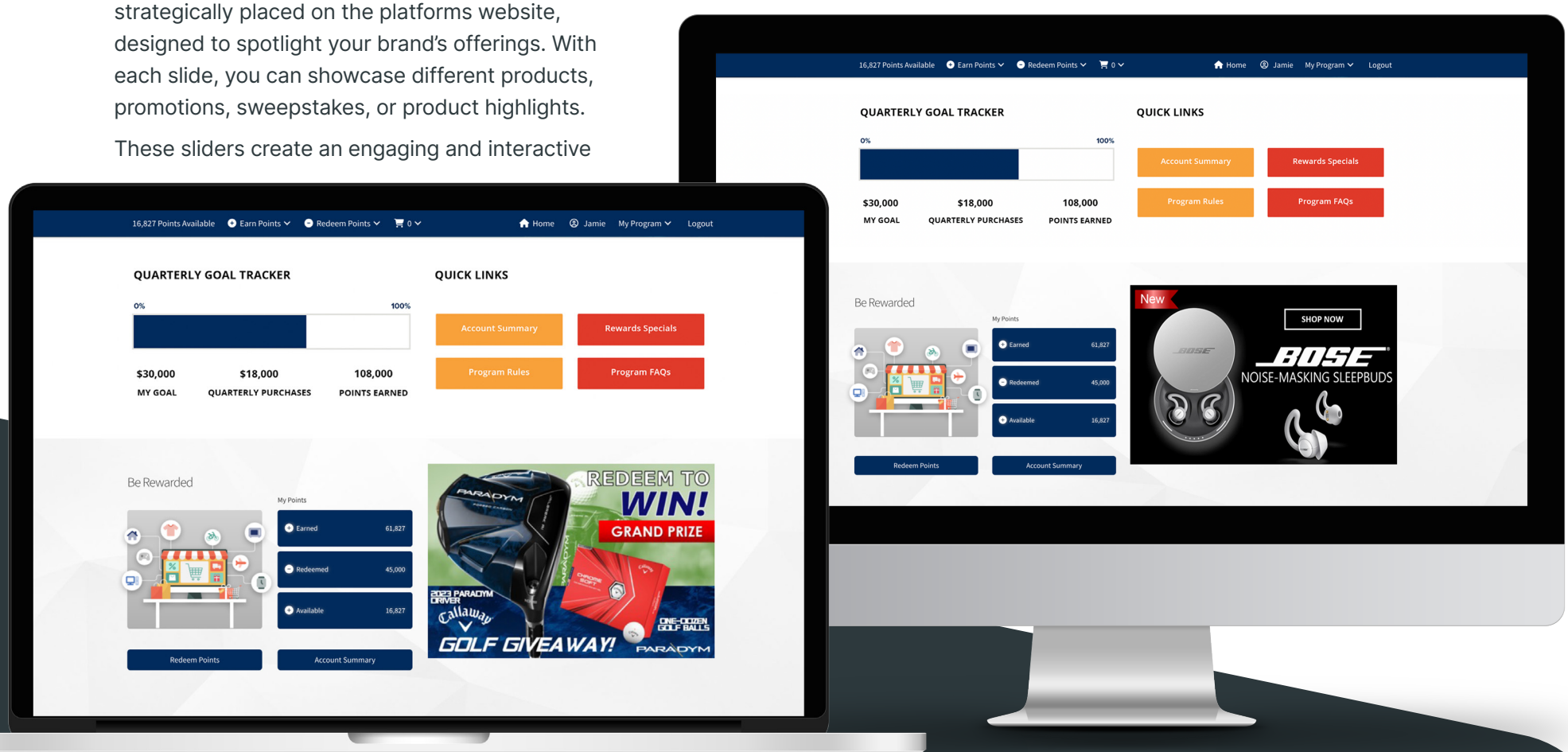
The Co-Op Marketing Plan empowers your brand to thrive in a collaborative environment. It's not just about marketing; it's about forming partnerships that fuel growth and deliver value.

TIER 1
CO-OP MARKETING

SWEEPSTAKES & PRODUCT HIGHLIGHT SLIDERS

Product sliders are dynamic visual elements strategically placed on the platforms website, designed to spotlight your brand's offerings. With each slide, you can showcase different products, promotions, sweepstakes, or product highlights.

These sliders create an engaging and interactive user experience, capturing your audience's attention and directing them to key areas of interest. By incorporating product sliders into tier 1 package, you're ensuring your brand shines brightly on the OnDemand platform, increasing brand visibility and driving customer engagement.



TIER 2
CO-OP MARKETING

CLICK OR SCAN
TO SEE THE EMAIL

BRANDED EMAIL CAMPAIGN

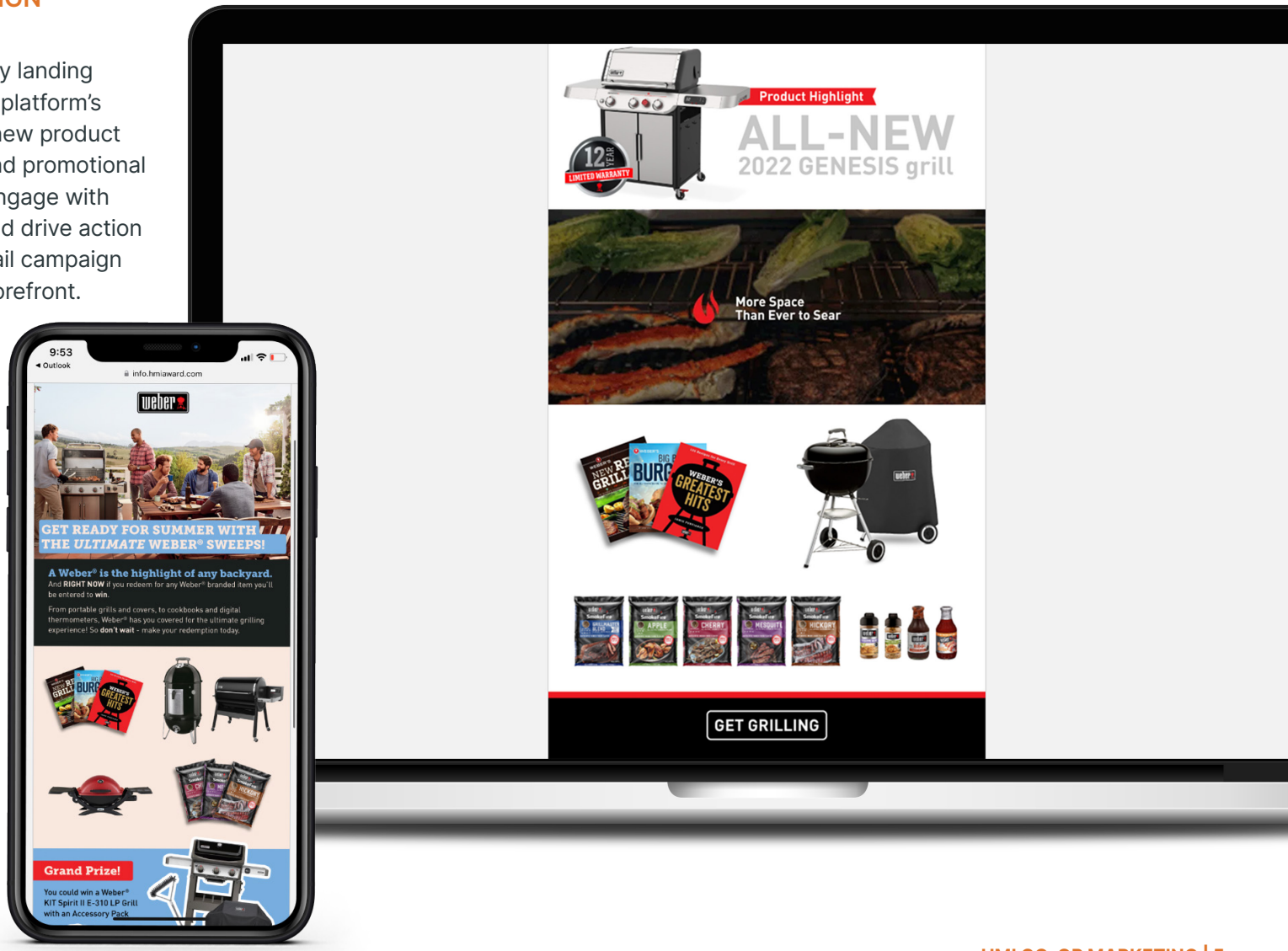
Elevate your brand's reach. By landing directly in the inboxes of the platform's audience, you can highlight new product information, sweepstakes, and promotional messaging that resonates. Engage with your audience effortlessly and drive action with a strategic branded email campaign that puts your brand at the forefront.

Tier 2 is offers dedicated email package. This is a an email campaign with a total of 3 branded promotional emails. This campaign will have a timeline of 45 days.

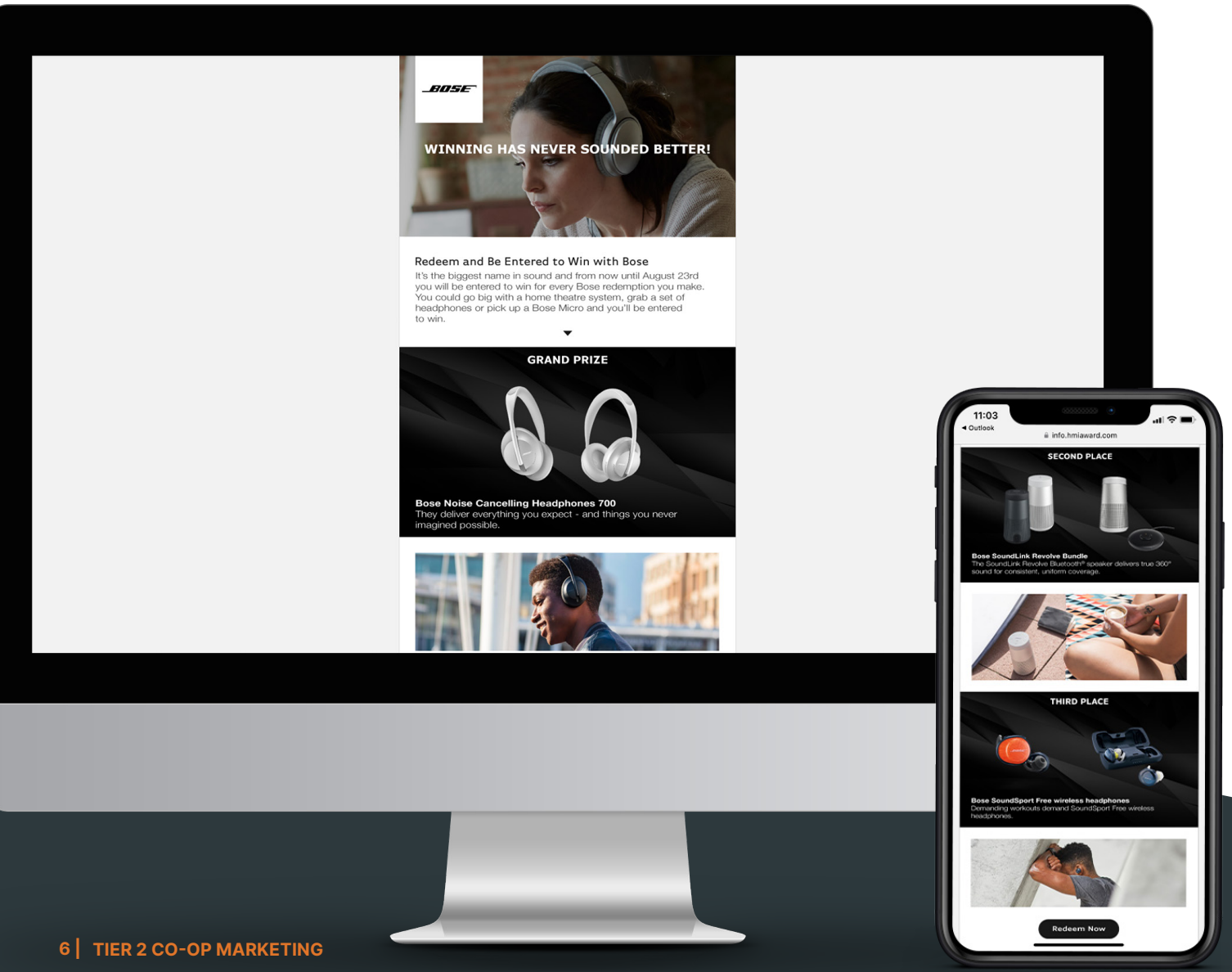
Initial send - Day 1
Announcing "Sweepstakes/Promotion"

Reminder send - Day 20
Halfway through "Sweepstakes/Promotion" redeem today!

Final Send - Day 40
The sweepstakes is ending soon redeem before it's too late!



TIER 2
CO-OP MARKETING



SWEEPSTAKES/ PRODUCT HIGHLIGHT EMAILS

Tier 2 is offers dedicated email package. This is sweepstakes or specific product email campaign with a total of 3 branded emails. This campaign will have a timeline of 45 days.

Initial send - Day 1
Announcing "Sweepstakes/Promotion"

Reminder send - Day 20
Halfway through "Sweepstakes/ Promotion" redeem today!

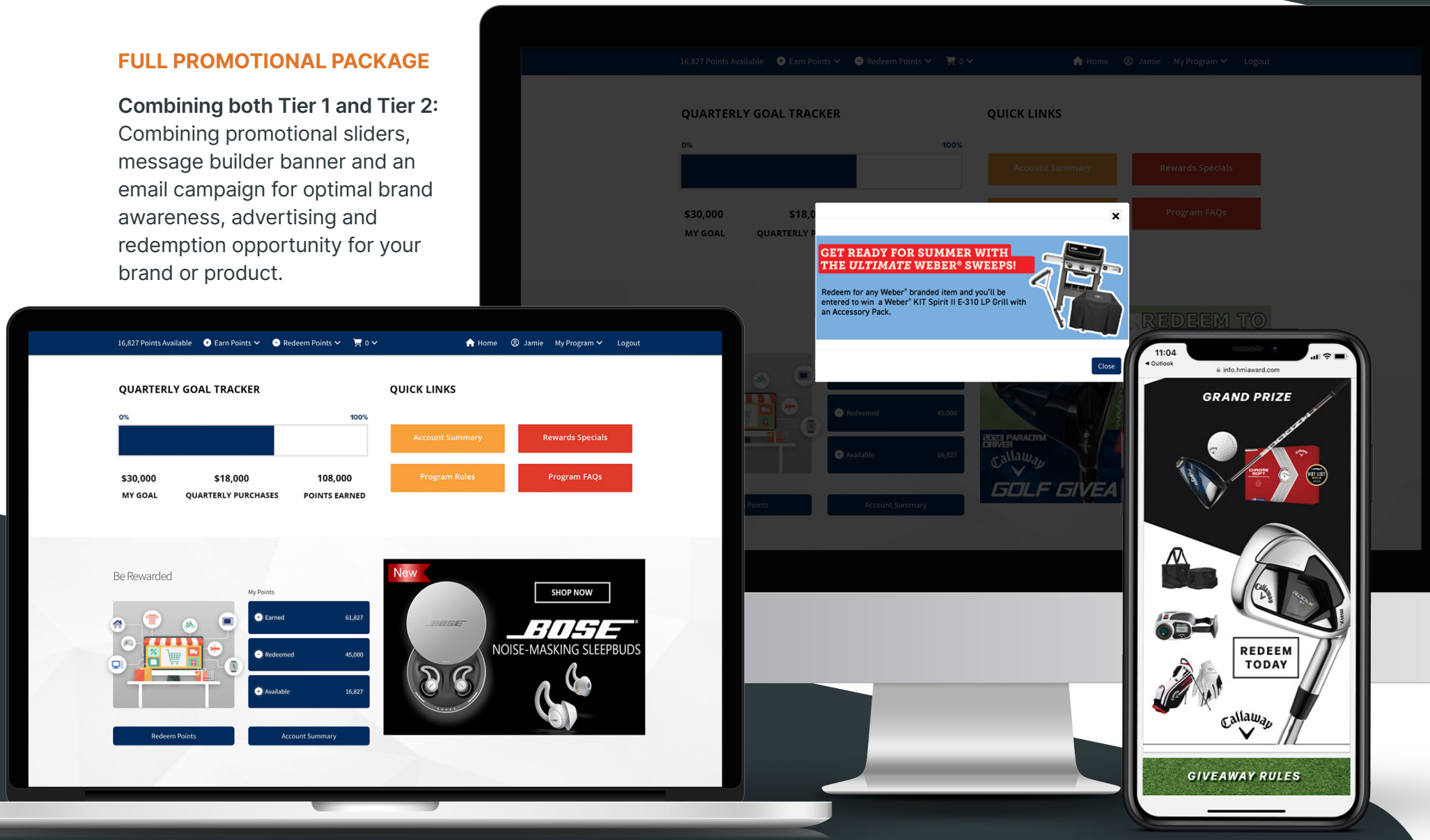
Final Send - Day 40
The sweepstakes is ending soon redeem before it's too late!

CLICK OR SCAN
TO SEE THE EMAIL

TIER 1 + 2
CO-OP MARKETING

FULL PROMOTIONAL PACKAGE

Combining both Tier 1 and Tier 2: Combining promotional sliders, message builder banner and an email campaign for optimal brand awareness, advertising and redemption opportunity for your brand or product.



KEY STATS
CO-OP MARKETING

PRICING

TIER 1
$500

TIER 2
$2000

FULL
$2300

ACTIVE/ ENGAGED PROGRAM PARTICIPANTS

45,000+

AVERAGE # OF VISITS A DAY

%/#?

AVERAGE REDEMPTION VALUE

OVER $200

HMI TOP CATEGORY PRODUCTS

OUTDOORS
ELECTRONICS
HOME GOODS
SPORTS

CLIENT TYPES

TECH
SALES
CONTRACTORS
FINANCE

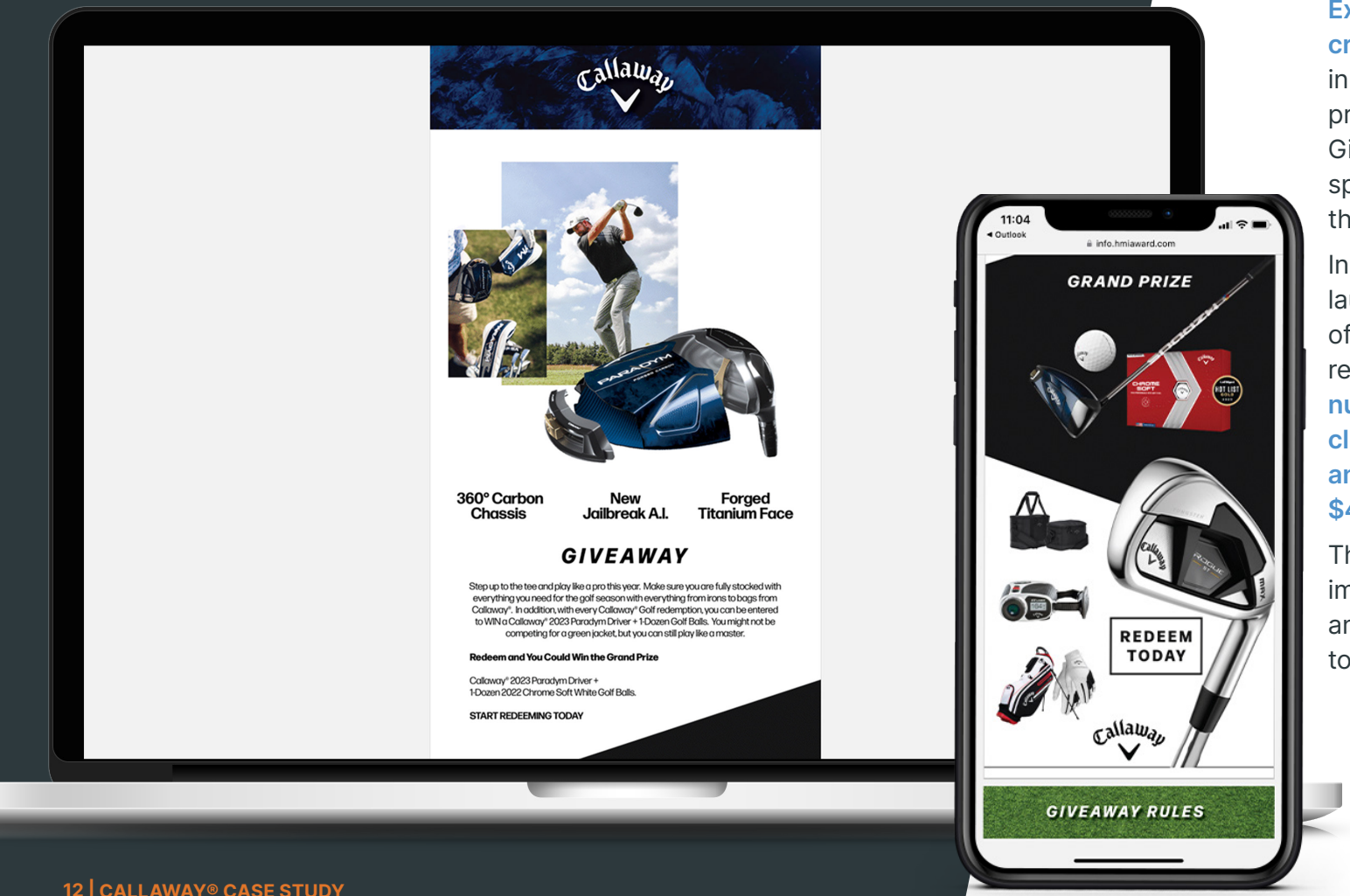
AVERAGE EMAIL OPEN RATE

OVER 30%

Experience speaks volumes, and our previous customers have witnessed firsthand the power of product sliders and branded email campaigns. These strategies have significantly boosted redemption rates and total orders for their brands. By implementing these engaging tactics, they've witnessed real growth in customer engagement and conversions.

CASE STUDY
CALLAWAY®

CLICK OR SCAN
TO SEE THE EMAIL



The Callaway Golf Case Study showcases the power of product sliders and email campaigns in partnership with HMI.

Examining the redemption data, a crucial insight surfaced: a surge in golf club purchases prior to the promotion. Last year, the Callaway Giveaway Report noted this trend, sparking the question of advancing the promotion timeline.

In response, this year's initiative launched on March 21st instead of April's start, reaping substantial rewards. **With redemption numbers intact, Callaway's golf club sales and revenue surged by an astounding 60%, surpassing $4,600.**

This study underscores the immense impact of timely strategies and collaboration, shaping a path to success.

CASE STUDY
CALLAWAY®



RESULTS

17,941 PARTICIPANTS
OPENED
the Callaway® Golf Giveaway E-mail

39.6% OPEN-RATE
17.86% INCREASE
in the open-rate compared to last year

482% INCREASE
IN TOTAL ORDERS
During that Callaway promotional period over prior month

60% REDEEMED
FOR CALLAWAY GOLF BALLS
Chrome Soft, Chrome Soft Truvis, were some of the popular picks.