

INFLUENCER LOYALTY

Invisible influence, 47% of sales now verified

How a digital construction commerce platform used Xoxoday Loyalife to unify multiple brands under one loyalty umbrella, rewarding influencers across trades for what they buy and for what they influence.

38%

Increase in digital order adoption

2.6x

Higher retention among tiered influencers

47%

Influencer-driven sales with verified attribution

CAPABILITIES USED



INFLUENCER LOYALTY

Multi-Path Earning with Verified Attribution

Influencers earn through platform purchases, QR scans on packaging, invoice OCR for dealer purchases and influence-based site attribution, so both the transaction and the recommendation are captured.



PARTNER ENABLEMENT

Field-Force Tools & Trade Profiling

KYC onboarding with trade profiling, plus field-force tools for onboarding, validation and approvals, bringing an unorganised, multi-trade influencer base into a verified network.

THE CHALLENGE

Influencers buying offline, across disconnected brands

The platform wanted to become the default purchase and rewards hub for influencers spanning multiple trades and product categories. Two things stood in the way: influencer purchasing still ran through offline channels, and the group's several brands engaged that community separately, with no single loyalty umbrella and no way to credit influence that happened away from a transaction.

- 🕒 **Digital-first purchasing** - shift influencer purchases from offline channels onto the platform
- 🕒 **Reward influence, not just transactions** - credit recommendations and site-level influence even when the purchase happens elsewhere
- 🕒 **Professional growth** - promote training alongside earning to build a more capable influencer base
- 🕒 **One loyalty umbrella** - unify the group's multiple brands under a single program instead of separate schemes

COMPANY PROFILE

INDUSTRY

Construction & Home Improvement

PROGRAM

Influencer Loyalty

REGION

India

USE CASE

Influencer Loyalty

THE SOLUTION

One umbrella, four ways to earn

The platform built an influencer loyalty ecosystem on Xoxoday Loyalife, bringing all of the group's brands under one program instead of running separate schemes. Influencers are verified and trade-profiled at onboarding, then earn through four paths, platform purchases, QR scans, invoice OCR and site-level attribution, so the recommendation is credited even when the transaction happens offline or through a dealer. Tiering, gamification and training layer on top to keep influencers earning and growing beyond a single purchase.

- 🕒 **Verified onboarding** - KYC identity verification plus trade profiling, with field-force tools handling onboarding, validation and approvals
- 🕒 **Platform purchases** - direct accrual on digital orders
- 🕒 **QR scans on packaging** - product-level earning captured at the point of use
- 🕒 **Invoice OCR** - dealer purchases credited from an uploaded, automatically read invoice
- 🕒 **Influence-based site attribution** - influence recognised and credited at the project site, even without a direct purchase
- 🕒 **Tiering, gamification and training** - increasing multipliers by tier, sustained with spins, scratch cards and leaderboards, alongside professional development

THE RESULTS

Digital adoption up. Influence attributed. Categories deeper.

The platform gained visibility into influencer-driven sales it couldn't see before: 47% of that volume now sits on verified footing, with 34% of influencers earning through more than one path. Digital order adoption rose 38%, shifting purchases away from offline, unattributed dealer volume and onto a trackable channel.

Tiering, gamification and training kept the brand's most valuable advocates instead of losing them to the next scheme: 2.6x higher retention among tiered influencers, and 31% growth in advocacy and referrals. Trade profiling and region-wise analytics gave the brand a clearer read on where its multi-brand push was working, lifting category penetration 29% across regions.

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