A B2B BUILDING MATERIALS AGGREGATOR · BUILDING MATERIALS | CHANNEL & INFLUENCER LOYALTY

Five categories, one loyalty currency

How a B2B building materials aggregator used Xoxoday Loyalife to make one currency spend across tiles, wood, bathware, cement and paint, lifting multi-category buying from the same dealer by 44%.

44%
Increase in multi-category buying per dealer

29%
Uplift in dealer retention year on year

CAPABILITIES USED

POINTS
One Currency, Five Categories
A unified loyalty currency spanning tiles, wood, bathware, cement and paint, so a point earned anywhere spends anywhere.

REPORTS & INSIGHTS
Contribution Scoring
ROI attribution, dealer lifecycle stages and influencer contribution scoring, so growth is traced to a source.

THE CHALLENGE

One dealer, five relationships that never met

The aggregator sold tiles, wood, bathware, cement and paint to substantially the same dealers, but each category behaved like its own business. A dealer buying heavily in one line had no reason to consolidate the rest, because nothing they earned in one place was worth anything in another.

Basket size and purchase frequency both suffered from that fragmentation. Cross-category buying was the obvious growth path, and there was no mechanism pointing a dealer down it.

Purchase validation was inconsistent across the categories too, and influencers sat outside the picture entirely: the people driving demand at site level had no connection to the retail distribution actually fulfilling it.

- **Increase multi-category buying** - from the same dealer
- **Digitize and validate every purchase**
- **Connect influencers to retail distribution**

COMPANY PROFILE

INDUSTRY
Building Materials: B2B Aggregator

PROGRAM
Channel & Influencer Loyalty

REGION
India

USE CASE
Channel & Influencer Loyalty

THE SOLUTION

Make the point portable across the catalogue

A unified loyalty currency runs across tiles, wood, bathware, cement and paint. That single decision is what creates the cross-sell pull: a dealer accumulating in one category now has a reason to consolidate the others, because the balance follows them across the catalogue rather than stranding in a silo.

Dealer and influencer journeys are segmented on top of it, with their own earn rules and dynamic catalogs, which connects site-level demand to the retail distribution fulfilling it. A campaign engine handles new product activation and slow-moving SKU boosters, and a partner ecosystem covering logistics partners, warehouse pickups and retailer linkages keeps the supply side consistent. Analytics close the loop with ROI attribution, dealer lifecycle stages and influencer contribution scoring.

- **Points** - one loyalty currency spanning tiles, wood, bathware, cement and paint, so a balance earned anywhere spends anywhere
- **Segments and rule engine** - dealer and influencer journeys carrying their own earn rules and dynamic catalogs
- **Campaigns** - new product activation and slow-moving SKU boosters targeted by dealer lifecycle stage
- **APIs** - partner linkages across logistics partners, warehouse pickups and retailer distribution
- **AI-powered analytics** - ROI attribution, dealer lifecycle stages and influencer contribution scoring

THE RESULTS

Dealers who buy one line now buy three

Multi-category buying from the same dealer rose 44%, and dealer retention improved 29% year on year. Portability of the currency is the whole reason. A dealer weighing a second category no longer starts from zero, and the switching cost now runs in the aggregator's favour rather than against it.

Every purchase is digitized and validated, which turned the campaign engine from guesswork into targeting: new product activation and slow-moving SKU boosters go to the dealers whose lifecycle stage says they will respond. Influencer contribution scoring finally connects site-level demand to the distribution that serves it, so the aggregator can see which influence translated into which dealer's order.

Takeaway: cross-category growth is not a campaign. It is a consequence of making the loyalty currency spend everywhere the catalogue does.

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