

Twenty thousand square metres, and an invitation

How a steel manufacturer used Xoxoday Loyallife to build architect loyalty for its premium roofing and cladding range, rewarding specification influence with tiers that top out at invite-only Ambassador.

3.4x

Growth in specifications logged per quarter

52%

Specification-to-procurement conversion

CAPABILITIES USED



RULE ENGINE

Specification Points

Points for specifying the range, with multipliers for government and public projects, early-stage mapping and focus SKUs.



TIERS

Area-Based Tiers

Gold at three projects or 10,000 sq.m., Platinum at ten projects or 20,000 sq.m., then invite-only Ambassador.



REPORTS & INSIGHTS

BD-Wise Dashboards

Project validation, points and redemption tracking, tier mapping, leaderboards and BD-wise performance dashboards.



REWARDS MARKETPLACE

Professional Catalog

Plum Marketplace redemption across professional tools, lifestyle, events and recognition.

THE CHALLENGE

Influence that lands upstream of every commercial lever

Architects and consultants hold significant influence over product specifications in design and construction projects. For premium roofing and cladding, that influence is decisive: the specification effectively selects the supplier long before any commercial negotiation.

The manufacturer wanted to be the partner of choice in the design ecosystem rather than a bidder at the end of it, and had no structured way to be present. Recognition, knowledge sharing and professional networking were happening around the category, without the brand in them.

The BD team was working without instruments. There was no structured tracking of which architect had specified what, no engagement tools beyond individual relationships, and therefore no way to measure ROI by converting specifications into downstream adoption.

- ✔ **Drive brand preference and recall** - at the specification level
- ✔ **Reward architects** - for project influence, volume and product usage
- ✔ **Foster a professional network** - with recognition, knowledge sharing and rewards
- ✔ **Strengthen BD teams** - with structured tracking and engagement tools
- ✔ **Create measurable ROI** - by converting specifications into downstream adoption

THE SOLUTION

Measure influence in square metres, reward it in tiers

Program-based rewards award points for specifying the manufacturer's products, with multipliers for government and public projects, early-stage mapping and focus SKUs. Relationship-based rewards run alongside for BD meetings, surveys, magazine and blog features, referrals and anniversaries, the professional activity that builds standing but produces no invoice.

Tiering is what gives the program its pull, because it is denominated in the architect's own currency. Silver is entry-level, Gold arrives at three projects or 10,000 sq.m. and opens priority access to BD events and webinars, Platinum at ten projects or 20,000 sq.m. brings co-branded showcases and plant visits, and Ambassador is invite-only, with speaking opportunities and exclusive recognition. Milestone rewards mark welcome kits, 5,000 sq.m. and VIP recognition at ten projects a year.

- ✔ **Rule engine** - points for specifying the range, with multipliers for government and public projects, early-stage mapping and focus SKUs
- ✔ **Tiers** - Silver entry-level, Gold at 3+ projects or 10,000 sq.m., Platinum at 10+ projects or 20,000 sq.m., and invite-only Ambassador
- ✔ **Campaigns and referrals** - BD meetings, surveys, magazine and blog features, referrals and anniversaries earning alongside specifications
- ✔ **Gamification** - welcome kits, high-value rewards at 5,000+ sq.m. and VIP recognition for 10+ projects a year
- ✔ **Claims management** - BD invitation, registration, specification validation and points credit
- ✔ **Rewards marketplace** - Plum Marketplace redemption across professional tools, lifestyle, events and recognition
- ✔ **Real-time analytics dashboard** - project validation, points and redemption tracking, tier mapping, leaderboards and BD-wise performance dashboards

THE RESULTS

Specifications logged, and traced to the order

Specifications logged per quarter grew 3.4x, and 52% converted to procurement. Denominating tiers in square metres and project counts is why architects engaged: those are numbers they already track for their own purposes, so qualifying required no new record-keeping.

The conversion figure is what makes the program defensible internally, because it traces an upstream investment in a professional community to downstream adoption, project by project. The BD team gained the instruments it lacked in project validation, tier mapping and BD-wise dashboards, plus something to offer beyond price, since co-branded showcases, plant visits and Ambassador speaking slots are not things a competitor can discount against.

Takeaway: denominate the tier in the influencer's own units. An architect already counts projects and square metres, so qualifying should cost them no extra effort.

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Specification-to-procurement conversion

COMPANY PROFILE

INDUSTRY

Steel: Roofing & Cladding

PROGRAM

Influencer Loyalty

REGION

Asia-Pacific

USE CASE

Influencer Loyalty