INDUSTRY GUIDE · CEMENT

Mason and dealer loyalty for cement brands: a practical guide

How cement brands reward masons, contractors, dealers and sub-dealers for every verified bag and sale, and see who drives demand on site. With results from programs on Xoxoday Loyalife.

98%	25%	1.9M	38,500
fewer incentive calculation errors across 5,000+ cement dealers	more dealers qualifying for incentives	tamper-proof QR scans processed for a cement and putty brand	masons, contractors and plumbers verified on one program

SUMMARY

Key takeaways

- Homeowners building a house usually buy the cement their mason or contractor recommends, and dealers decide which brand they lift and push from stock. Both deal with several brands.
- Dealer schemes drive lifting. A mason program drives what gets recommended on site. Running both on one platform links counter push with site demand.
- Single-use bag codes, invoice checks and points locked until approval stop duplicate and fake claims before payout.
- Automating dealer incentive calculations removes the errors and disputes that come with manual, region-wise schemes.
- In live programs, a cement brand cut calculation errors by 98% across 5,000+ dealers, and a cement and putty brand processed 1.9 million QR scans with a 36% repeat scan rate.

01 · WHAT IT IS

What mason and dealer loyalty is

A mason and dealer loyalty program rewards the people who recommend cement on site and the dealers who stock and sell it. Masons earn on every verified bag through a QR scan or invoice upload. Dealers and sub-dealers earn on lifting slabs, invoices and branding claims.

It is different from paper coupon schemes and manual dealer incentives. Coupons get copied and tallied by hand, and dealer payouts are calculated in spreadsheets after the period ends. A loyalty program verifies each bag and sale as it happens and pays partners while the reward still matters.

It also gives the brand data it usually lacks: which masons are active, where bags are being used, and how each district and grade is performing.

> ON LOYALIFE
> Masons, contractors, dealers and sub-dealers sign up on a white-labelled app or WhatsApp bot in their own language, earn on verified bags and sales, and cash out to a bank account or UPI.

02 · THE CHANNEL

How cement reaches the site

Cement moves through several hands between the plant and the site. Each one influences which brand ends up in the foundation.

- **Cement brand:** manufactures, sets prices and dealer schemes, and runs sales and technical teams.
- **Depot or C&F agent:** holds regional stock and dispatches to dealers.
- **Dealer:** lifts stock from the brand and supplies sub-dealers and large buyers.
- **Sub-dealer or retailer:** sells to masons, contractors and home builders at the counter, often across several brands.
- **Mason or contractor:** recommends the brand, buys or advises on the purchase, and uses the product on site.
- **Home builder:** pays for the cement but usually follows the mason's or contractor's advice.

Where brand visibility stops

Most cement brands see dispatches to dealers in their ERP. After that, they rarely know which sub-dealer sold the bags, which mason recommended them, or which site they went to. Planning runs on dispatch data, not on real use by district and grade.

> ON LOYALIFE
> Bag scans, invoice uploads and dealer lifting sit in one program, so the brand can track bags scanned, active masons and dealer lifting by region and grade in real time.

03 · THE GAP

The gap cement brands face today

- **Masons are unregistered.** Most brands have no list of the masons who use their cement, so they cannot reach them with training or offers.
- **Paper coupons leak.** Coupons are copied, collected in bulk or claimed twice, and the brand pays without knowing who used the bag.
- **Dealer payouts are calculated by hand.** Region-wise schemes tracked in spreadsheets lead to calculation errors, late payouts and disputes.
- **Rewards arrive too late.** When masons and dealers wait weeks for rewards, their loyalty follows the brand that pays faster.

The result is incentive spend that goes out every quarter but builds no lasting preference with masons or dealers.

> ON LOYALIFE
> Single-use bag codes, OCR invoice checks and points locked until approval keep every payout tied to a verified bag or sale.

04 · WHO TO REWARD

Who to reward in the cement channel

Channel partner	Why they matter	What the brand wants from them
Masons	Recommend the brand to home builders and use it on site	Registration, repeat use and preference over competing brands
Contractors	Run larger sites and often buy for their crews	Brand preference across all their sites and visibility into project volumes
Dealers	Decide how much of the brand to lift each month	Higher lifting, on-time payments and a shift to premium grades
Sub-dealers and retailers	Sell at the counter and advise walk-in buyers	Counter push, branding and stock depth
Architects and engineers	Specify materials early in larger projects	Specification of the brand at design stage

Lifting versus recommending

Dealers decide what they lift, but masons decide what gets used. A dealer scheme on its own fills shops without changing what masons ask for. A mason program on its own builds demand that a dealer can redirect to another brand. Running both, with separate rules for each group, links the counter and the site.

> ON LOYALIFE
> Masons, contractors, dealers and sub-dealers sit in one program with separate journeys, earning rules and tiers for each group.

05 · WHAT TO REWARD

What to reward and how to verify it

Earning method	How it works	Best for
QR scan on the bag	The mason scans a single-use code on the bag, and every scan records location and time	Masons and contractors using cement on site
Invoice upload with OCR	The partner uploads a purchase invoice, which is read by OCR and cross-checked before points are credited	Bulk purchases and partners buying without bag scans
Dealer lifting data	Dealer purchases flow in from ERP or the dealer portal and count toward volume slabs	Dealers and sub-dealers
Counter branding photo	Dealers upload photos of branding at their counter, which are geo-tagged and reviewed	Dealer visibility schemes

Earning rules that change behaviour

- Points per bag, with tiers that raise points per bag as a mason's volume grows
- Grade bonuses that move premium cement
- Volume slab schemes for dealers and sub-dealers by region or tier, approved by the sales head before they go live
- Zone boosters that raise points in lagging districts for a set period
- Points for completing technique training videos

Rewards that work for masons and dealers

- Cash to a bank account or UPI, including instant cashback on scans
- Mason tool kits, home appliances and e-vouchers from the rewards marketplace
- Utility bill payments

Some programs split each reward between instant cash and points. The cement and putty brand in section 08 paid 80% as instant UPI cashback and 20% as points.

> ON LOYALIFE
> Per-bag points, grade bonuses, scan caps, tiers and zone boosters are set in the admin console, without code.

06 · THE PLATFORM

What the Loyalife platform covers

Loyalife is a self-service loyalty platform. The brand's sales and marketing teams set up and change schemes themselves, without waiting on IT.

- **Onboarding and KYC:** partners sign up on a white-labelled app or WhatsApp bot in their own language. KYC checks tag each account as verified or pending.
- **QR codes:** single-use bag codes tied to device and account, with location and time recorded on every scan.
- **Claim management:** invoices read by OCR and cross-checked, and geo-tagged branding photos reviewed before approval.
- **Rule engine:** per-bag points, grade bonuses, volume slabs, scan caps and zone boosters by region or tier.
- **Tiers:** tiers that move masons up as their bag volume grows.
- **Approvals and spend controls:** schemes approved by the sales head before they go live, and points locked until approval.
- **Training and video:** technique training videos that masons earn points for completing.
- **Rewards and redemption:** a marketplace of tools, home appliances, e-vouchers and utility payments, plus bank and UPI cashouts.
- **Reports:** bags scanned, active masons and dealer lifting by district, region and grade in real time.
- **Partner app:** dealers and sub-dealers see their slab, progress, and locked and redeemable points in one app.

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07 · BUSINESS OUTCOMES

Business outcomes to expect

Business outcome	Impact on the business	KPI to track
Secondary sales growth	Dealers and sub-dealers lift and push more of the brand	Dealer lifting vs slab targets; secondary sales growth by district
Mason preference on site	Masons recommend the brand on more sites and keep using it	Active masons per month; repeat scan rate
Premium grade mix	More volume moves to higher-margin grades	Premium grade share of scanned and lifted volume
Lower incentive leakage	Payouts go only to verified bags and sales	Duplicate or rejected scans and claims; payouts blocked before approval
Accurate, on-time dealer payouts	Fewer calculation errors and disputes, and less manual work for sales and finance	Calculation errors; payout disputes; days to settle a scheme
Higher trade spend ROI	Budgets move to the districts and grades that respond	Incremental bags per unit of incentive spend, by district