Trade loyalty programme launch checklist.

For brands that reward the dealers, mechanics, electricians, painters and contractors who decide their sale. Work through each section before launch, and keep the list for your first review.

01 Objectives and baseline

- [ ] Write down the one or two results the programme must move, such as sell-out of focus products in one region.
- [ ] Record the baseline for each result before launch.
- [ ] Choose a comparison region or period to measure against.
- [ ] Set the total budget: rewards, codes, platform and operations.

02 Participants and roles

- [ ] List every role that touches the sale: distributor, dealer, counter, mechanic, electrician, painter, contractor.
- [ ] Decide which roles earn, and for which action.
- [ ] Make sure no unit is paid twice for the same action.
- [ ] Decide whether counter staff may scan on behalf of the trade.

03 Products and codes

- [ ] Choose the eligible products and pack sizes.
- [ ] Give every unit its own code, generated at random and linked to product and batch.
- [ ] Place codes where they can only be read after purchase or use.
- [ ] Agree how codes are added in production, and test print and scan quality.

04 Earning rules

- [ ] Write each rule in one sentence a participant can repeat.
- [ ] Set the reward per unit as a share of margin, and test it in one region.
- [ ] Add slabs, boosters or streaks only where they serve an objective.
- [ ] Publish the rules, and change them rarely.

05 Rewards and payouts

- [ ] Offer at least one fast option, such as a bank transfer or e-voucher.
- [ ] Verify bank details before the first transfer.
- [ ] Collect identity and tax details in stages, as your market requires.
- [ ] Set budget limits per scheme, region and day.

06 Fraud controls

- [ ] Validate every scan on the server, and accept each code once.
- [ ] Set limits per participant, by role and category.
- [ ] Flag clusters of scans by location, device and serial range.
- [ ] Hold suspicious claims before payout, and review them every working day.

07 Participant experience

- [ ] Make the first scan the sign-up.
- [ ] Offer the app and messages in local languages.
- [ ] Test on low-cost phones and weak connections.
- [ ] Show each scan's result, the balance and payout status at once.

08 Launch

- [ ] Pilot in one region before rolling out.
- [ ] Brief distributors, counters and field teams first.
- [ ] Set up support for failed scans and payout questions.
- [ ] Plan the first three months of communication.

09 Measurement

- [ ] Active participants each month, and how many return.
- [ ] Verified scans by product, region and counter.
- [ ] Time from scan to payout.
- [ ] Rejected and held scans, by reason.
- [ ] Incremental sales against the baseline, and the cost of each.

10 Questions for providers

- [ ] How are codes generated, and how is each scan validated?
- [ ] Which fraud checks run before payout?
- [ ] Which payout options work in our markets?
- [ ] Does the programme run under our brand, in our own developer account?
- [ ] Who runs day-to-day operations and support?

Rewardix is the channel operations platform for industrial brands. A unique code on each unit is verified at the scan, verified scans pay the trade professional at once, and the brand sees sell-out by region, counter and SKU.

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