

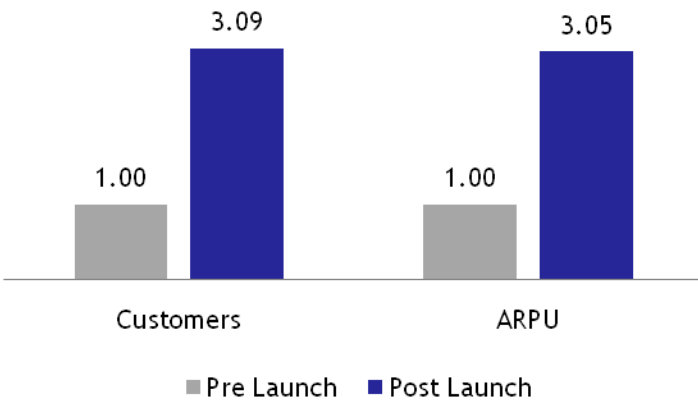
# Use AIR MILES reward miles to attract customers and increase spend



- Industry:** Business to Business Transportation Services
- Business objectives:**
  - Re-activate dormant customers and increase their use of services
  - Increase overall customer base by 125 customers per month
  - Increase average revenue per user (ARPU) per month
- Program Design:**
  - 5 AIR MILES® reward miles on each shipment plus up to 15 bonus reward miles on select shipment destinations.
  - Employee Offer: 25 reward miles for each new customer sign up
- Advertising Support:** Website, customer letters, truck decals, bills of lading, rate quote forms, business cards, on-hold message,

**AIR MILES reward miles generated growth in overall customer base and drove a significant increase in average revenue per user (ARPU).**

**Indexed Program Results**



**30% Revenue Growth YOY**

