

Get Your Fair Share

Maximise customer share of wallet with loyalty and incentive programs.

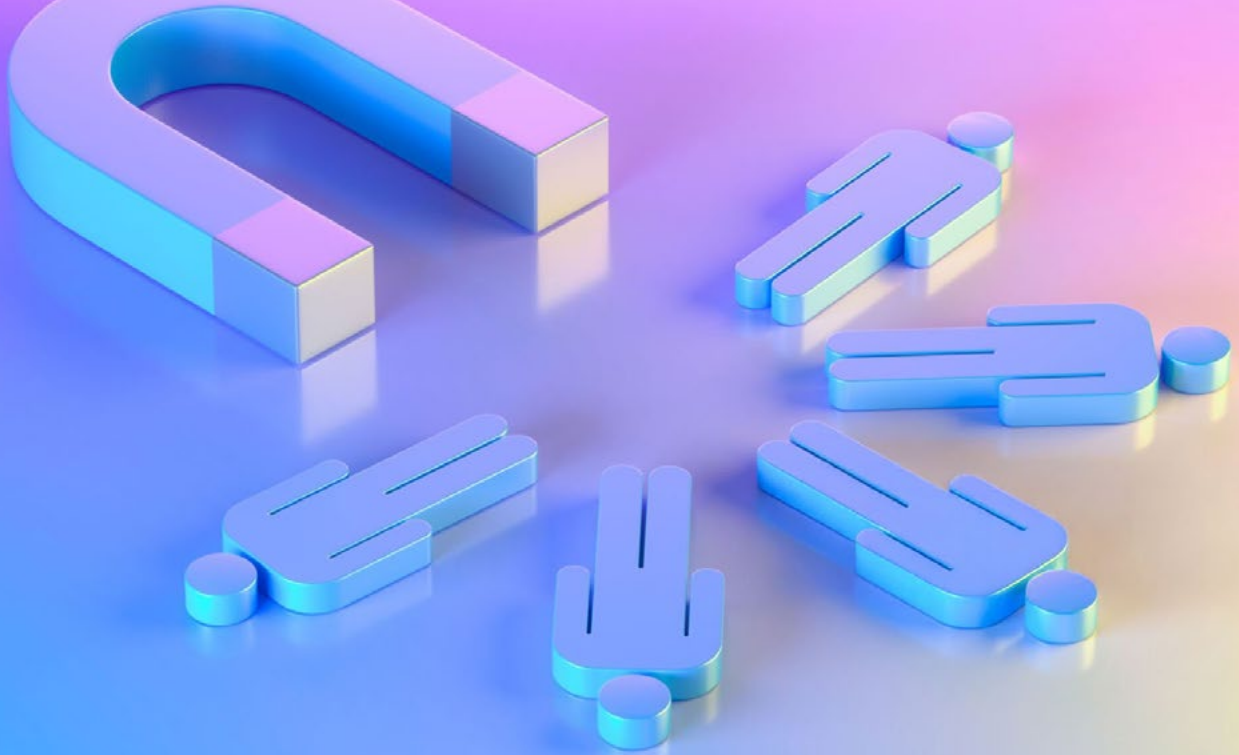
Unlock More Value from Your Existing Customers

When economic headwinds hit, your most valuable opportunity isn't new customers—it's more value from your existing ones. That's where share of wallet becomes critical.

It costs 5 to 7 times more to acquire a new customer than to retain an existing one. This is why share of wallet is so important – with a focus on retention in challenging economic times, it doesn't mean that growth simply stops being a factor.

Just like how consumers weigh where they spend their household budget, B2B customers evaluate which suppliers get their business. Incentives, service, and perceived value all factor into their decision.

A strategically designed incentive and loyalty program shifts this equation in your favour, boosting both purchases and long-term brand preference.



Rethinking Loyalty in Challenging Markets

Loyalty Programs that Prioritise Wallet Shares

Downturns don't stop spending. They make it more selective. When customers tighten budgets, you need to win a bigger slice of what remains, without slashing prices.

Incentive programs built around share of wallet drive customer behaviour in more innovative ways:

- Encourage repeat purchases through bonus offers.
- Bundle product ranges to increase transaction size.
- Use tiered rewards or "status" levels to make repeat buying more appealing.

Think of airlines—many travellers will pay more to retain their gold status. The same principles apply in B2B when rewards are tailored, relevant, and consistent.



1. Price Protection

Simple Reward loyalty instead of cutting prices. By shifting value into a reward currency, you can:

- Retain pricing integrity.
- Increase volume or frequency of spend.
- Improve overall margin without competing in a price war.



2. Resource Efficiency

Turn your program into a silent salesperson. Reward programs can:

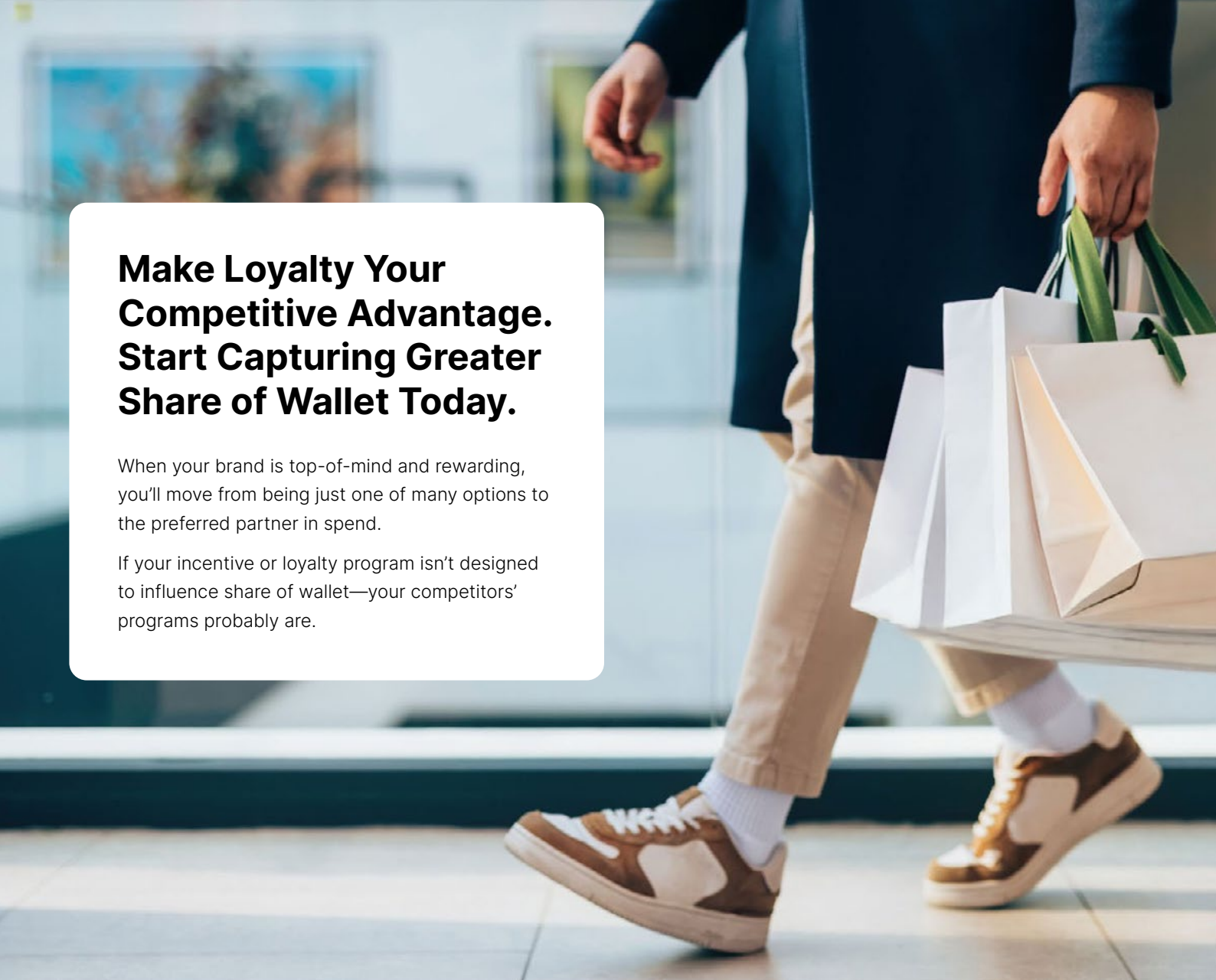
- Send personalised offers and incentives to active buyers.
- Reduce overheads for sales and marketing.
- Encourage upsells and bundling without extra resource costs.



3. New Customer Acquisition

Get more from your acquisition budget. Loyalty programs are measurable, cost-efficient ways to:

- Incentivise initial purchases.
- Track ROI through sales data.
- Position your offer competitively and with proof of value.



Make Loyalty Your Competitive Advantage. Start Capturing Greater Share of Wallet Today.

When your brand is top-of-mind and rewarding, you'll move from being just one of many options to the preferred partner in spend.

If your incentive or loyalty program isn't designed to influence share of wallet—your competitors' programs probably are.

Want to shift more customer spend your way?

Let's build a loyalty or incentive solution that drives real revenue and measurable ROI.

Since 1996, 212F has been the leading Trans-Tasman B2B engagement agency, driving behavioral change through incentive, loyalty, and rewards strategies across diverse markets and channels. We provide end-to-end solutions, from program design, implementation, engagement optimisation and complete reward fulfillment, including reward merchandise, prepaid Visa gift cards, and incentive travel services. Through strategic design and tailored communications, our B2B loyalty, incentive and rewards programs deliver measurable returns and tailored results.

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