

Allied Building Products

Getting to Know Customers Better

How Allied Collected 20,000 Customer Responses through Sports Pools

Allied Building Products is a nationwide leader in the roofing industry, where it's nearly impossible to stand out on price alone. It's crucial for Allied to understand their customers' needs, buying habits, and personalities better than their competitors. Allied uses Touchpoint's branded sports pools to engage thousands of contractors every year and collect customer feedback to increase sales.

Allied collected **over 20,000 customer responses** from their Football and Basketball Pick'em Pools



Touchpoint's sports pools act as highly interactive marketing campaigns for Allied. Their contractors compete each week by making picks and doing "actions" that earn them bonus points. For example, Allied offered bonus points for providing feedback on their products and service and asked questions about the customers' buying habits & hobbies. On average, 64% of their contestants responded to these questions each week of the 17-week season. Allied uses this information to make strategic decisions for each customer.



9.5%

Industry average click-thru rate on customer surveys

64%

responded to survey questions in Allied's sports pools, weekly

Compare the response rate Allied received using Touchpoint's Bonus Point System with traditional email marketing surveys

"It's my favorite way of collecting customer data. When customers feel they are a part of something, they are much more willing to provide feedback. The numbers speak for themselves."

Peter Oltersdorf
Digital Marketing Manager
Allied Building Products

Allied's sales team also sees the positive impact of running the pools. By competing in a fun, weekly pool with their customers, Allied's sales reps can steer conversations away from price and talk about something fun. Allied posts weekly winners on social media and regularly gets positive feedback from customers. By helping Allied increase customer interactions and build detailed customer profiles, Touchpoint's sports pools help Allied's reps get to know their customers better and increase sales.

About Touchpoint Games

Touchpoint Games makes branded sports pools that companies use to engage their customers and sales team. Participants make picks, track their scores, and earn weekly bonus points for interacting with the company's marketing content in the pool. Using the fun of fantasy sports to capture the attention of a company's audience, Touchpoint delivers impressive brand engagement for their customers on a weekly basis through gamification.

Want to learn more about Touchpoint games? Contact us today.

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