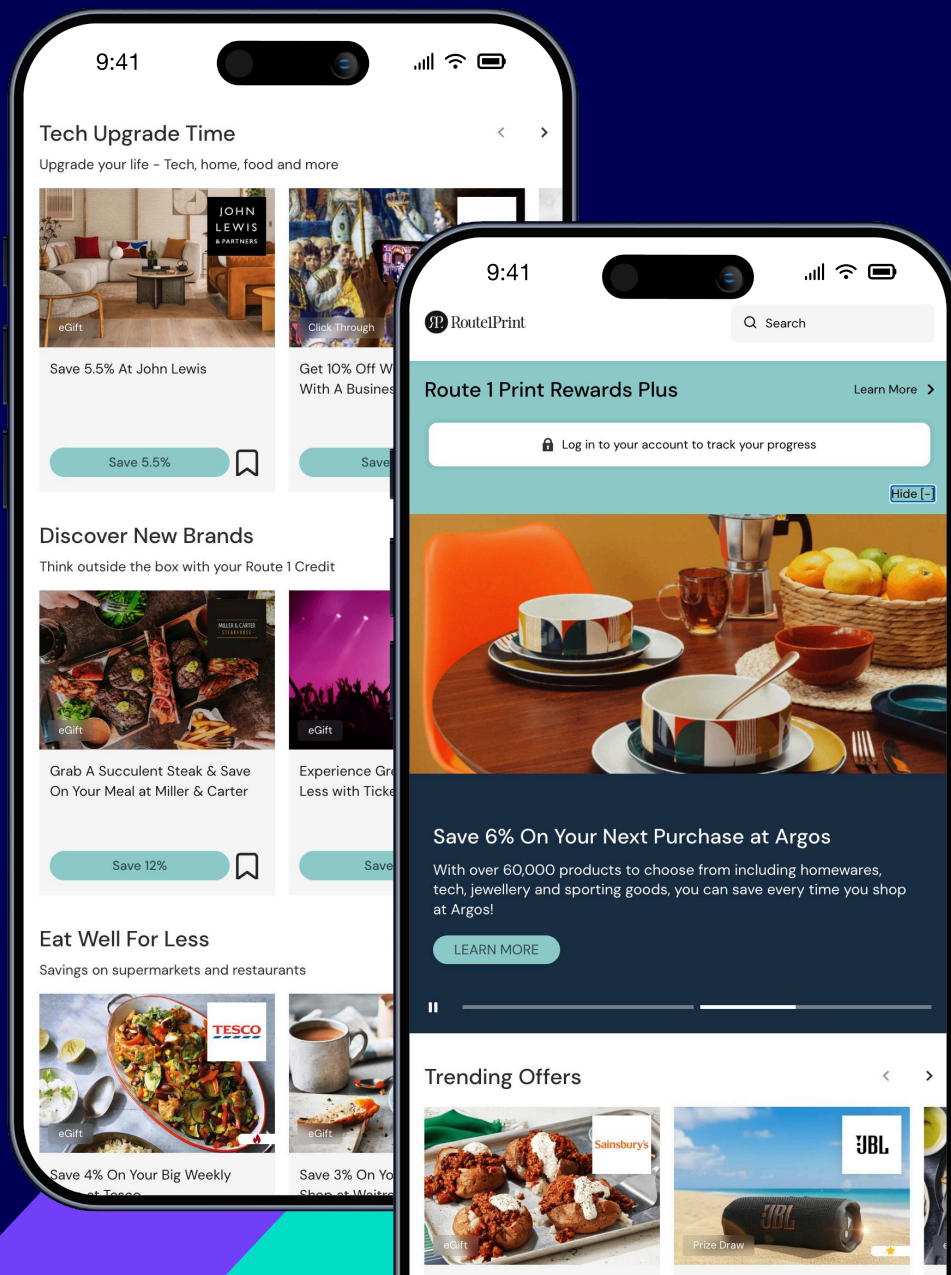




How Route 1 Print Achieved **80% Loyalty Platform Adoption** With Propello Cloud



Introduction

Route 1 Print, the trade-only arm of Bluetree Group, came to Propello Cloud with a clear opportunity. Although the loyalty programme they had in place was basic, they had a clear set of commercial goals: grow average customer value, acquire new trade customers, and reduce churn.

Together, Route 1 Print and Propello Cloud built a points and tiers programme from the ground up. Fully integrated into Route 1 Print's ordering system via API, the platform rewards customers for every order, tracks their progress through five spend-based tiers, and opens up a catalogue of e-gifts, prize draws, and partner offers.

Eighteen months in, the outcomes tell a strong story:

80% platform adoption

72% repeat redemption rate, with
5.5 average
redemptions per user

£204.71 average
saving per redeeming user

This case study walks through how the programme was designed, built, and scaled, and what it now means for Route 1 Print's trade customer relationships.

The Client Story

Route 1 Print is the trade-only B2B division of Bluetree Group Ltd, the UK's largest and fastest-growing online print manufacturer. Based in Manvers, Rotherham, Bluetree has picked up multiple industry accolades over the years:

1

**Back-to-back Sunday Times
Fast Track 100 recognition**

2

**Sheffield Business Awards
Company of the Year**

3

**European Business Awards for
Manufacturing**

Route 1 Print offers an extensive product range. Business cards, flyers, booklets, signage, banners, point-of-sale, seasonal print, stationery and an express same-day service.

Despite a strong product offering and a mature ordering platform, Route 1 Print saw clear room to grow.



The Challenge

Route 1 Print had a limited customer loyalty solution. It was manual and only available to a select group of customers. The commercial goals were ready. The mechanics to deliver them were not. Route 1 Print had no way to:

- ✦ **Incentivise higher-frequency ordering**
- ✦ **Reward long-term customers for their loyalty**
- ✦ **Differentiate the brand on anything beyond price and product quality**

There were technical considerations too. Route 1 Print runs a custom ordering system, so any loyalty solution would need to integrate cleanly via API to pass order data through for automated point accrual. Anything less would mean manual processing, which defeats the purpose of a scalable programme.

In short, Route 1 Print needed a partner who could design a full programme around their specific business, plug it into their existing tech stack without friction, and build mechanics that directly supported their commercial KPIs.

Programme Objectives

Four priorities shaped the design of the programme from the outset:

📈 **Grow average customer** value by incentivising progression through spend-based tiers.

📣 **Drive acquisition** by giving Route 1 Print a genuine differentiator in a competitive trade print market.

🔄 **Reduce churn** by giving customers ongoing reasons to return, redeem, and re-order.

📁 **Increase engagement** through regular platform logins, visible credit balances, and active reward redemption.

Two further strategic threads ran through the brief. The first was behaviour change, using points multipliers and product modifiers to promote specific product lines. The second was scalability, building something that could eventually serve enterprise accounts and their own staff networks.

The Strategy

Propello Cloud's starting point was simple: design every element of the programme around Route 1 Print's commercial KPIs, a programme built for their specific business.

Tiers as the strategic engine.

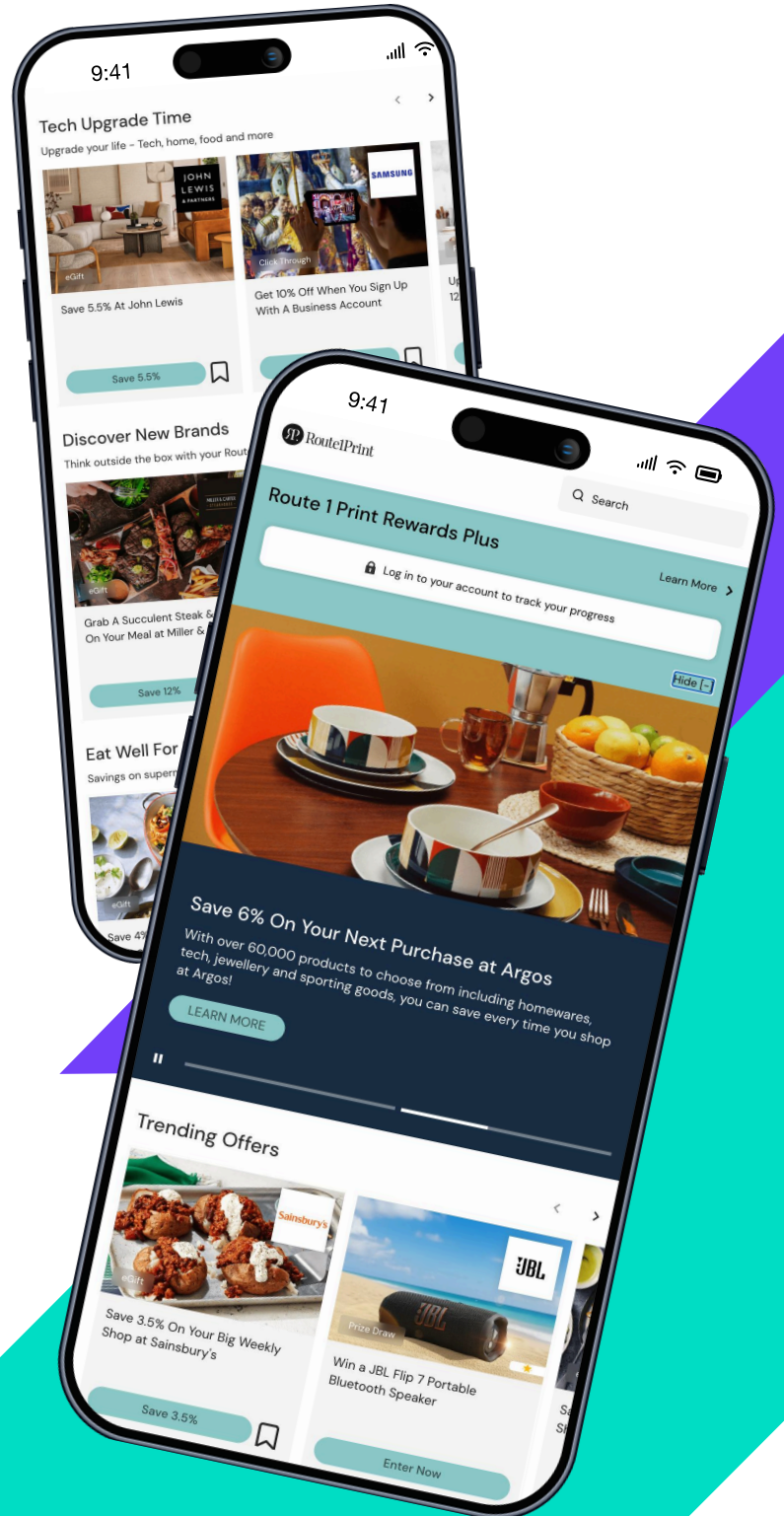
A five-tier model (Primary, Bronze, Silver, Gold, Platinum) was built to give customers visible progression milestones. Each step up the ladder unlocks more valuable rewards, with Platinum reserved for customers spending £1,500 or more per month.

Points as a commercial tool.

Base earn rates start at 1%, scaling at higher tiers (1.25% in tier 4 (Gold) and 1.5% in tier 5 (Platinum)) to reward loyalty. Product-specific modifiers also let Route 1 Print promote priority SKUs by boosting points on certain items. Roller banners, for example, can earn 2-3x the standard rate.

API-first integration.

Every order placed through Route 1 Print's system automatically triggers point accrual via Propello Cloud's API. No manual uploads, no data reconciliation, no internal overhead. The loyalty programme runs quietly in the background while customers place orders as normal.



The Solution

The programme rolled out in three phases.

Phase 1 – Foundation

The first job was building the technical structure and backbone of the programme.

Full platform build and configuration for a B2B trade audience

- ➔ Single sign-on integration with the Route 1 Print ordering system
- ➔ API integration to automate point accrual on every order
- ➔ Five-tier framework configured with spend thresholds and tier-specific rewards

Phase 2 – Launch

With the foundations in place, the focus shifted to turning the platform into something customers would actually want to use.

- ➔ Points earning at a 1% base rate, scaling up at Gold and Platinum tiers
- ➔ Prize draws and partner offers added alongside e-gifts to broaden appeal
- ➔ Product modifier campaigns offering 2-3x points on selected items
- ➔ Tier-based monthly discount codes for Bronze customers and above
- ➔ E-gift redemption catalogue as the primary reward mechanic
- ➔ Visual tier progress bar on the dashboard, showing current status and the next milestone to hit

Phase 3 – Ongoing Development

Eighteen months in, the programme continues to evolve in response to user behaviour and Route 1 Print's commercial priorities.

- ➔ Weekly credit balance and expiry alert emails, built independently by Route 1 Print using Propello Cloud's platform tools
- ➔ Currently developing segmented email communications based on user behaviour
- ➔ The roadmap also includes gamification features such as spin-to-win

User Experience & Engagement

The moment a customer visits the Route 1 Print website 'loyalty and rewards' is visible on the navigation, not tucked away. The programme sits where customers can actually see it.

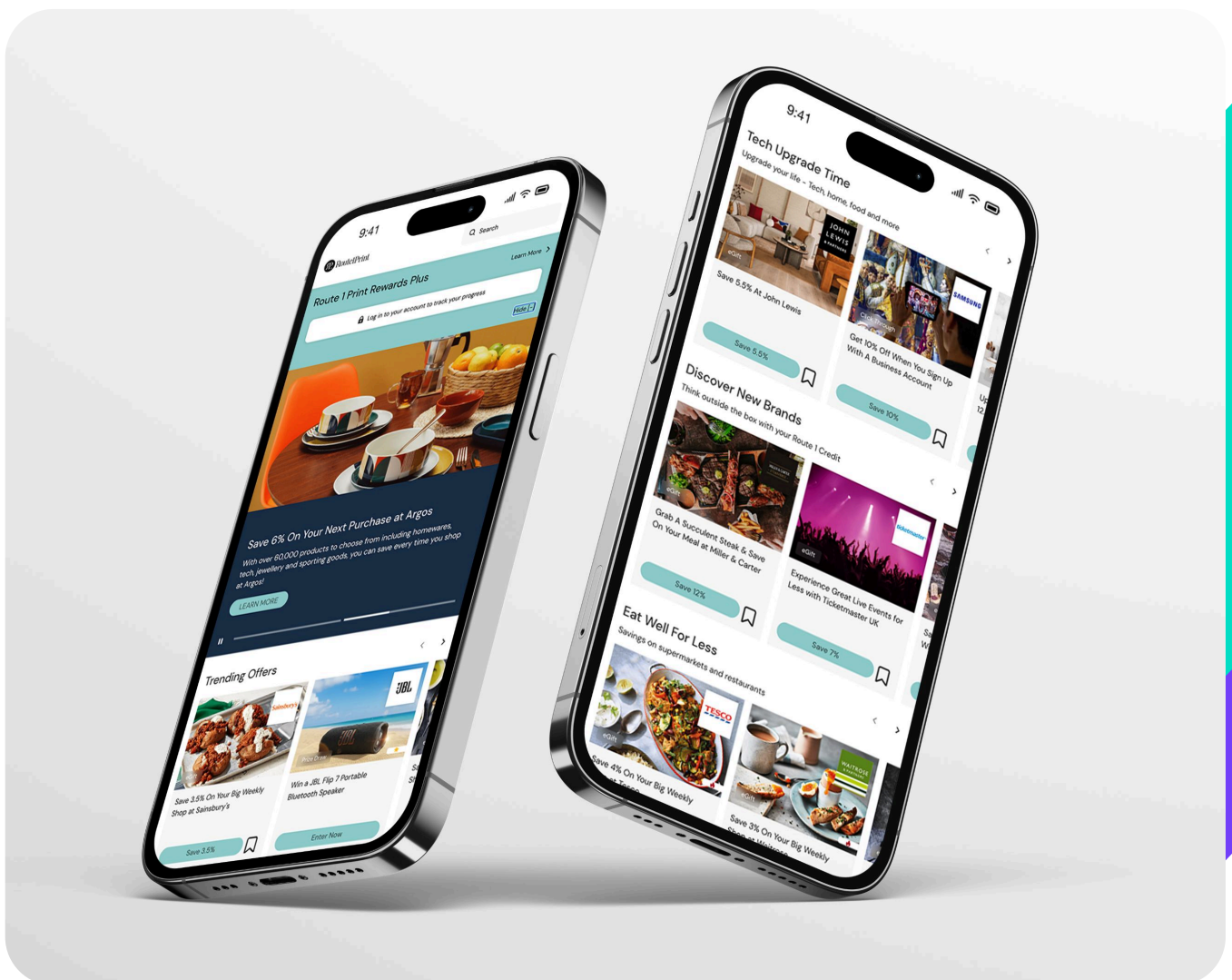
That visibility shapes how customers interact with the platform. Active users log in an average of 33.9 times each, with around 65 days between visits for those returning more than once. Redeemers come back far more often, logging in roughly every 11 days to check balances, browse rewards, and track their progress towards the next tier.

The reward mix tells you something about who's using the platform and why. The most popular e-gift redemptions sit across familiar everyday categories:

- Major supermarkets
- High street retailers
- Homeware and electronics
- Food and dining

These are everyday brands that customers are choosing to spend their credit on, week after week.

Taken together, this points to something beyond passive participation. Customers are treating the programme as a working part of how they engage with Route 1 Print, not a marketing layer on top of it.



The Results

Since launch, the Route 1 Print programme has delivered measurable commercial and operational value.

- API integration has removed manual point processing entirely
- An automated weekly credit summary email, built independently by Route 1 Print using Propello Cloud's platform, has reduced customer complaints about expired credit
- The shift from voucher-based to automated e-gift redemption has cut administrative workload
- Programme reporting now feeds directly into Route 1 Print's quarterly business reviews

65% USER GROWTH

since end of 2024

25% OF USERS HAVE

REDEEMED AN E-GIFT

(vs. 3–4% industry average)

80%+ PLATFORM ADOPTION

(active logins in the last month)

63% OF REDEMPTIONS

NON-E-GIFT

(prize draws, partner offers)

71% REPEAT REDEMPTION RATE

5.5 AVERAGE REDEMPTIONS

PER ACTIVE REDEEMER

PROGRAMME LIVE SINCE:

19 August 2024 with hundreds of thousands of pounds redeemed to date.

Future Vision

The programme is built to grow with Route 1 Print, and there's a clear pipeline of developments on the horizon:

Spin-to-win gamification.

A new mechanic currently in demo, designed to add an element of surprise and playfulness to the rewards experience.

Behaviour-based email segmentation.

Moving away from blanket campaigns towards targeted communications based on tier and activity, powered by Propello Cloud's segmenter and SendGrid integration.

E-gift education content.

Video and comms planned to help users unfamiliar with the mechanic make the most of it.

AB testing.

Ongoing experimentation with discounts versus points multipliers, identifying the most effective levers for different product categories.

Client Testimonial



"Since launching with Propello Cloud, we've experienced enhanced retention rates, comfortably above what you'd expect in B2B print. The onboarding process was straightforward from day one. Propello Cloud's team took the time to understand our business and built a programme that genuinely fits how Route 1 Print operates and our customers are engaging week after week. We're now looking at further ways to enhance our offering, to continue to genuinely reward our customer base."



Jack Parks

Head of **Route 1 Print**



"Route 1 Print customers are engaging at levels you don't often see in B2B loyalty, and the programme has become a real driver of growth for the business. We're proud of what we've built together and even more excited about where it's heading."



Mark Camp

Founder & CEO
Propello Cloud



Closing Statement

The Route 1 Print programme shows what happens when loyalty is treated as a commercial lever rather than a marketing tick box. Every design decision, from the tier structure to the reward mix, was built to serve specific business outcomes, and the numbers now reflect that.

However, the most telling signal isn't in the results. It's in what comes next.

Enhanced gamification mechanics and behaviour-based segmentation are all on the roadmap, and each one exists because Route 1 Print wants to push the programme further. It's proof that B2B loyalty, done properly, can deliver far more than just repeat orders.

Contact us today for a quick 20 minute demo

[Book a demo >](#)



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