FORTUNE 500 EMAIL MARKETING

New name, same great benefits!

\$49/year.

Extend your savings with Red Pass Plus.[™]

Don't let your great Select Advantage PlusSM benefits expire (now called **Red Pass Plus**).

Renew today and continue to get free standard shipping-PLUS-special member

pricing on over 1 million items for only

Sign Up

View Online

GRAINGER Electrical | Hand Tools | Safety | Cleaning | Lighting

Led all promotional and customer loyalty email marketing

Goal: A Fortune 500 B2B company seeking to reengage dormant small to medium-sized businesses.

Overview: Grainger primarily generates revenue from large government contracts and corporations. To better incentivize small to medium-sized businesses, Grainger launched the 'Red Pass' customer loyalty program. The program gives customers access to free shipping, better prices, and dedicated customer service.

Strategy: Implemented a three-touch welcome series for new Red Pass members. The series introduces the program, showcases the value it offers, and highlights the time-saving benefits. By leveraging customer purchase data, we were able to personalize the communication and provide exact savings information to each customer.



Everything you need, for everything you do.

Rest easy, Grainger's got your back! Count on our huge selection of proven products to help you get the job done.

Learn more >



Fast answers to tough questions.

Need help? Sure thing! Get free technical product support from industry experts and certified professionals.

Learn more >



Because you never stop, neither do we.

When there's no time for downtime, count on same-day shipping of in-stock products to help keep your production producing and your operations operating.

Learn more >



Less searching, more working.

Can't find it? No problem! Our specialized sourcing team will quickly track down hard-to-find products.

Learn more ►