



## **USAA Perks RV Savings Program Drives Incremental Leads and Sales for Leading RV Manufacturer**

USAA, the country's largest provider of insurance, investing, and banking solutions, caters specifically to its 13MM+ membership base of U.S. military, veterans, and their families. Renowned for being voted the top financial services company by JD Power, USAA ensures that its products and Perks offerings are accessible exclusively to verified members. In July 2023, in partnership with Rollick, Inc., USAA launched the USAA Perks RV Savings Program to provide their membership with exclusive access to discounts and savings on new RVs parts, and rentals. One of the companies that agreed to participate in this program was a leading RV manufacturer that offered purchase incentives for several of its brands to USAA members.

**INDUSTRY: RV**

**TARGET AUDIENCE: CONSUMERS  
PURCHASING NEW RVS**

## Program Launch and Strategic Initiatives:

Integrating this recreation brand and its targeted offers into the USAA Perks RV Savings Program was part of a broader strategy that included OEM-driven marketing initiatives. These efforts were launched in late Q3 and were complemented by dealer and Rollick-driven marketing efforts in mid-Q4, ensuring market saturation across diverse consumer segments. Despite economic challenges and a downturn in the industry, the USAA Perks Program sustained momentum regardless, even during the low season for RV purchases.

## Program Offers:

- OEMs – RV Purchase Savings
- RV Rental Savings (Outdoorsy)
- RV Accessory Savings (PartsVia)

## Key Achievements

The partnership led to significant successes for the participating RV manufacturer, including:

- **New Audience Growth:** The USAA Perks RV Savings Program helped this recreation manufacturer tap into a previously untouched audience, with **95% of leads being new**, thus significantly expanding the consumer base.
- **High Conversion Rates:** The Program saw an exceptional prospect-to-owner conversion rate of **14.8%, three times higher than other lead generation sources**, demonstrating its effectiveness in engaging consumers.

# ANALYTICAL INSIGHTS: INDUSTRY PERFORMANCE METRICS

The program generated nearly 1,000 leads for this recreation manufacturer in 6 months.

**1,000**

Of these, approximately 320 unique prospects were identified.

**320**

There were 48 confirmed sales transactions, resulting in the 14.8% prospect close rate noted above.

**14.8%**

Lead incrementality was 95%, while sales incrementality was an even more impressive 98%, demonstrating the program's effectiveness in driving new growth.

**98%**

## FINAL REFLECTIONS AND FUTURE PERSPECTIVES

The USAA Perks Program has proven to be an innovative force within the RV industry, driving exceptional results for this global leader in the recreation space. The success of the RV program has prompted USAA to extend its "Perks" offering to other recreation vehicles, including powersports and marine. As the USAA's preferred partner for leading this initiative, Rollick will speak with new OEMs in these segments for inclusion in the program.