ITW Global Brands RAIN-X

SWOT Analysis of Rain-X

Strengths

- Nationally recognized
- Search traffic is high for the brand
- Rain-X 2in1 wiper blade is top rated
- Affordable wiper blades
- Brand is known for the glass water repellents and cleaners
- Complete windshield care product line
- Best wiper blades for heavy Rain
- Rain-X cleaners can be used for home care

Weaknesses

- Strong story is missing for the brand
- Reputation could do better
- Strategies are unclear on the complete windshield care.

Opportunities

- Social media is missing the opportunity to talk about home care apart from auto care.
- PPC ads were missing for top keywords like 'Wiper Blades'.
- DIY type tips and videos are missing in social media.
- Opportunity to talk about how many car models the wiper blades support /top brands etc.
- Rich visuals in ad copies.

Threats

- Having a consent based social media and PPC ads. Privacy safe technologies.
- Automation in PPC like RSA ads , updating Broad match, and smart bidding.
- Content review on high quality product line
- Short lifespan for glass water repellent

Rain Repellent by Rain-X

★★★★½ 213 reviews

[Details] [Reviews] [Stores]

Shop now

$9.21 · ebay.com
Rain-X Rain/Water Repellent Glass Treatment 200...

$7.71 · Smart-Stuff
Rain Repellent - by Rain-X
$27.69 shipping

$14.51 · MerlinMotorsport.co.uk
Original Rain-X (200Ml)
Free shipping

$10.29 · ebay.com
Rain-X Rain/Water Repellent Glass Treatment, 200...

$18.43 · ebay.com
Rain X 80199 Rain Repellant - 200ml for sale onlin...

→ Compare prices

Simply apply the treatment to exterior glass and watch the raindrops fly off your windscreen while driving along. Rain-X helps improve visibility...
MORE ⌄

→ More details

User reviews

4.4
★★★★½
213 reviews

5 ▬▬▬▬▬▬
4 ▬▬
3 ▬
2 ▪
1 ▪

[🔍 Search reviews] [How good is it?]

Rain-x Wiper

★★★★★ 2 reviews

[Reviews]

User reviews

5.0
★★★★★
2 reviews

5 ▬▬▬▬▬▬▬▬▬▬
4
3
2
1

Good price Rain-x RX30124 Windshield Wiper Blade Front
★★★★★ a year ago
Good price Rain-x RX30124 Windshield Wiper Blade Front
ttcsknn_5 · Reviewed on ebay.com

→ More reviews

Feedback

Competitive Positioning Map ⓘ

● wiperbladesusa.com ● mywipersize.com ● wipersize.blogspot...
● sizemywipers.com ● ezwipers.com ● rainx.com

Organic Search Traffic (y-axis: 0, 50K, 100K, 150K, 200K)
Organic Keywords (x-axis: 0, 7.5K, 15K, 22.5K, 30K)

A Digital Strategies for Rain-X - Tactics – Loyalty Program

- **More customer referrals.** If you have a great loyalty rewards program, people may tell their friends and family about it. More referrals equals more customers.

- **Higher customer retention.** If people find value in your program, they'll likely stick around longer.

- **More sales**. Want a higher average order value? According to recent loyalty research, 49% of consumers agree they've spent more after joining a loyalty program.

- **Brand advocacy.** A successful loyalty program can turn regular customers into brand advocates. This group helps your company get in front of new customers through word of mouth, which is a low-cost marketing strategy versus paid ads.
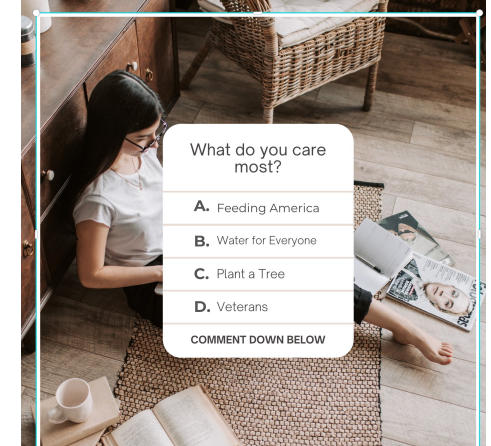
Loyalty Program - Content Ideas

Types of rewards programs

- Point-based Loyalty – customer redeem points for free products
https://www.sparkenergy.com/rewards/

- Tiered Loyalty – Longer the customer more benefits – like Gold, Diamon, Platinum members

- Value Loyalty – Connect with customer on a deeper level. Involving charity or welfare programs.

https://www.sparkenergy.com/charity/

A rewards program worth sharing

The Rain-X rewards program is here. Now you can earn reward points plus get the high-quality water repellent product from Rain-X. Reward points can be redeemed in 50,000 ways. Learn more at rainx.com!

— RAIN-X

RAINX.COM   @OFFICIALRAINX

What do you care most?

A. Feeding America
B. Water for Everyone
C. Plant a Tree
D. Veterans

COMMENT DOWN BELOW

Become a Rain-X member Today!
Earn points, get referral dollars, and get the best and easy-to-use wiper blades for your car.

RAINX

Loyalty Program - KPIs

MEMBER ACQUISITION

MEMBER LIFT IN SPEND

REWARD REDEMPTION RATE

CHURN REDUCTION

INCREMENTAL MARGIN