

THE POWER OF DIGITAL REWARDS ONLINE AND EMAIL INCENTIVES

People are bombarded with online interactions. Use Digital Rewards to cut through the clutter by easily offering something of value. By giving customers a digital gift, you can easily increase website traffic and thank them for their online action.

With a catalog of valuable offerings, cost-effective Digital Rewards make it easy for companies to thank customers or reward them for taking an interest in their company. Whether you use digital rewards as a tool to engage with your consumers, entice new business or acquire new leads, you'll benefit from a wide selection of relevant and value prizes.

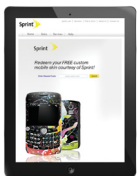
By distributing codes virtually via email campaigns and targeted online advertising, high-value rewards can be delivered without additional expenses. Craft a powerful online campaign with easy installation and no logistical challenges.



POWERFUL USES FOR DIGITAL REWARDS FOR ONLINE AND EMAIL INCENTIVES

- » Give customers a digital reward and easily thank them for their online action.
- » Increase website and video views by rewarding fans for engaging with your content
- » Provide consumers with digital reward codes after completing an online purchase.
- » Easily incent buyers with an instant gift-with-purchase incentive.
- » Increase video views by proving on-the-spot reward codes.
- » Offer fans reward codes as a contest, game prize or as a sweepstakes reward.

CASE STUDIES:



Client: Sprint ▶ **Use:** Online Incentive ▶ **Reward:** Custom Skins

Sprint® was looking for an effective incentive solution to convert mobile customers to paperless billing. For every transition, Sprint offered a free mobile custom skin, a very valuable reward to a mobile phone user.

By distributing online reward codes, Sprint was able to easily deliver a high-perceived value gift, resulting in over 300,000 conversions per month and \$4 million in annual savings.



Client: Major Beauty Brand ▶ **Use:** Online Incentive ▶ **Reward:** Digital Choice

A major beauty brand looked to social media to connect with new and existing customers. A creative campaign was launched via Facebook offering fans the ability to engage with the brand through a fun and interactive game, with the opportunity to win prizes and coupons.

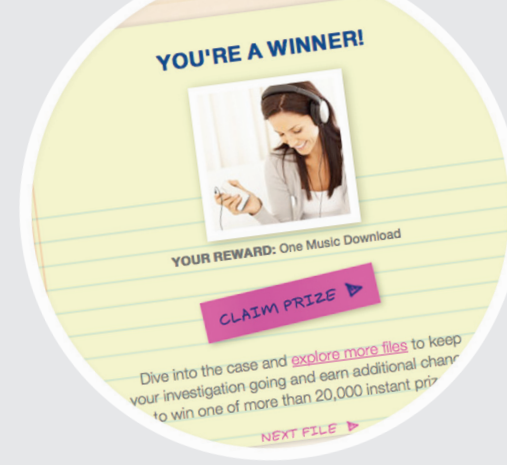
Facebook fans who successfully completed a game received a digital reward code redeemable for a prize. This inclusion of high-value rewards helped improve their online response rates and overall social interaction.



Client: JanSport ▶ **Use:** Online Gift ▶ **Reward:** Music Downloads

JanSport® was looking for a simple way to engage with consumers and increase subscriptions to their Facebook® page.

They used the power of our custom-built Facebook application to easily deliver a JanSport music compilation when fans "liked" the JanSport page. This app was easy to implement and provided seamless integration. It was a fun and easy way to connect with fans.



DIGITAL REWARD CARDS

Made up of a full range of physical and digital products, Digital Rewards include popular items like Music Downloads, Movie Tickets, Digital Movie Rentals, Magazine Subscriptions, eBooks and beyond. Digital Reward Card promotions use reward codes to deliver high-perceived value products. With our easy-to-implement platform, brands can offer these relevant, real-world items at a fraction of their perceived value.

DID YOU KNOW?

- The tables have turned: Digital music downloads now exceed physical sales.*
- Next big thing: It is predicted that gains for online movies will increase tenfold between 2007 and 2017.**
- Big picture potential: Over two-thirds of the U.S. population attend at least one movie every year.***
- Cover to cover: Americans spend \$9.3 billion dollars on magazine subscriptions annually.****

* Nielsen/Billboard; Pew Research Center

** Mintel

*** Motion Picture Association of America

**** The Association of Magazine Media, 2012/2103 Magazine Media Factbook.