



WHY CHOOSE DIGITAL REWARDS?

- It's easy! Simple distribution and implementation make these rewards among the most practical and cost-effective incentives available.
- These relevant and popular rewards — like music, movies, magazines and eBooks — are items people love and regularly use.
- Customers can choose their exact reward, so everyone gets exactly what they want — and you can reach multiple demographics with the same reward.
- Since they're valuable to the consumer, these rewards are very effective at increasing attention, strengthening interest and improving engagement.

» **Product**
eGift Cards

» **Industry**
Business Services

» **Use**
Business Gifts

SOMETHING TO LOOK FORWARD TO DURING TAX SEASON

ADP®, a company that provides comprehensive payroll services, needed a way to thank CPAs for referring payroll business to their company. In the height of tax season, they needed a reward that was simple and easy, yet valuable enough to show appreciation for their clients.

They decided to thank CPAs by giving them branded \$150 eGift Card Reward Cards. Each reward card allowed recipients to pick an online gift card to any retailer of their choice. Our extensive list of over one hundred online retailers includes everything from popular restaurants to high-end clothing stores. Each CPA now had \$150 to spend at one of their favorite locations.

Branded reward cards are the easiest way to reward employees for their actions. Cards are small, lightweight, and easy to ship to multiple locations. Regardless of where the client lived, ADP was able to send them a valuable reward at a low-cost price, eliminating logistics issues. Additionally, because there are so many different online retailers to choose from, each recipient got to pick exactly what they wanted.