



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

Music Downloads

» Industry

Healthcare

» Use

Customer Gift

AN EFFECTIVE WAY TO INCREASE HEALTHY LIVING CAMPAIGN PARTICIPATION

The American Heart Association, along with the American Stroke Association, started a promotional campaign educating people about the risks of heart disease, and the benefits of healthy living. They created a mobile campaign that, when people signed up, texted healthy living and eating tips to all recipients. As an incentive to join their campaign, they rewarded each person with a free music download after confirming their phone number with the campaign.

By providing free music downloads, the American Heart Association used an affordable incentive to engage with customers. By using codes, the association avoided logistics issues common with similar integrated campaigns. Offering reward codes for universally appealing prizes is an easy and flexible solution for any promotion.

The American Heart Association benefitted from providing a gift of choice, and motivated customers to join their campaign in order to pick a reward that was most appealing to them. The flexibility of codes makes integration seamless.