



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

Restaurants

» Use

Customer Gifts & Incentives

MUSIC YOU CAN TWIST TO

Auntie Anne's® prides itself on its people-focused philosophies and their commitment to continued growth. They were looking for an incentive that would boost sales and increase customer loyalty for their brand.

The famous pretzel chain created a unique promotion using customized pretzel shaped Music Download Cards. With a pretzel purchase at any of their locations, customers received a card directing them to a branded website, where upon entering their e-mail address, they could redeem a FREE Music Download. Offering a digital gift with purchase is an innovative approach to increase sales and show appreciation to your customers for their loyalty.