



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**
Apparel

» **Use**
Customer Gifts & Incentives

THE SIMPLE YET EASY GIFT WITH PURCHASE

Lane Bryant®, the innovative women's clothing store, wanted a unique yet easy way to thank customers for choosing their brand. They decided to reward shoppers with Music Download Cards as a gift with purchase. Each card allowed consumers to download any four songs of their choice, and acted as a simple yet valuable way to say thank you and show appreciation for their business.

Delivering rewards via branded cards is one of our most popular delivery methods thanks to their flexible nature and low-shipping costs. Cards are compact, lightweight, and manufactured onsite in our facility, which makes the ordering and production process even easier. Additionally, our cards are so convenient they are easy to deliver to mass quantities and store when not in use.

Because music is universally appealing, Lane Bryant was able to reward shoppers with a gift they already use and enjoy. Using branded cards as a gift with purchase is the easiest way to deliver rewards for many promotions.