



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

Insurance

» Use

Customer Gift

AN EFFECTIVE WAY TO ESTABLISH RELATIONSHIPS WITH NEW CUSTOMERS

A leading insurance provider was interested in establishing a long-term relationship with the children of policyholders. They decided to celebrate each customer's birthday by sending him or her a music download card wishing them a happy birthday in honor of their special day.

By printing codes on custom-made direct mail birthday cards, the insurance company was able to distribute high-value Music Download offerings for under \$3 each, which was less than just shipping other equal-value items. When codes are printed on promotional direct mail pieces, the total cost to deliver each reward is just the price of postage. Additionally, the inclusion of high value rewards can help improve response rates.

This leading insurance provider was able to acknowledge future customers in an appealing way by offering music downloads that are valuable to everyone.